



Simpson's

SPRING AND SUMMER
1939

QUALITY MERCHANDISE • LOWEST CASH PRICES

Simpson's SPRING PORTRAIT OF FASHION

PERSONALITY
EXPRESSED
IN

Fashion-Wise

FROCKS

...
CHIC IN STYLE
RICH IN FABRIC
AND
GLOWING WITH
COLOR



For
Description
See
Opposite
Page



Use the BUDGET CLUB AND SWING INTO Spring WITH A COMPLETE New Wardrobe

Description of Dresses on Opposite Page

Embroidered Rayon Rough Crepe

(A) Two-piece effect, with jacket-top lavishly finished with gay embroidery in contrast. Of Rayon Rough Crepe. Sizes 14, 16, 18, 20.

17-102 Continental Blue.	} Post Paid..... 4.95
17-103 Copper Tile Rust.	
17-104 Brown.	

Celanese Rough Crepe Dress

(B) Military-minded with its "nail-heads" marching down the smartly severe front. Of Celanese Rayon Rough Crepe. Sleeves are pleated at the built-up shoulders. Sizes 14, 16, 18, 20.

17-119 Mayfair Green.	} Post Paid..... 2.98
17-120 Continental Blue.	
17-121 Copper Tile Rust.	

Celatwill with Costume Jewellery

(C) 'Celatwill', a fabric of exceptional quality is used for this frock with the new shirred bustline. Heavy necklet ornament offsets the high neck. Short puffed sleeves. Sizes 14, 16, 18, 20.

17-113 Persian Red.	} Post Paid..... 5.95
17-114 Persian Blue.	
17-115 Persian Green.	

Rayon Chiffon with Printed Slip

(D) Brilliantly patterned Rayon Rough Crepe slip shows through the Rayon Chiffon of this very flattering all-occasion frock. Pleated panels at front give a chic jacket effect. This dress carries Courtauld's "Quality Control" label. Sizes 14, 16, 18, 20.

17-100 Navy.	} Post Paid..... 5.00
17-101 Black.	

Rayon Chiffon with Matching Slip

(E) Shirring and ruffles enhance this Rayon Chiffon frock. Well-cut slip of rayon to match. Sash ties at front. This dress carries Courtauld's "Quality Control" label. Sizes 14, 16, 18, 38, 40.

17-109 Maize.	} Post Paid..... 3.98
17-110 Azure Blue.	
17-111 White.	
17-112 Nile Green.	

Imported Printed Marquisette

(F) Delightfully cool, this Imported Printed Marquisette frock features an all-over design in contrast. Taffeta collar and wide sash. Plain Rayon Taffeta slip beneath. Sizes 14, 16, 18, 20.

17-105 Black-with-White design.	} Post Paid..... 4.98
17-106 Navy-with-White.	

Celanese Satin-Back Crepe

(H) Form-fitting Celanese Satin-Back Crepe frock with pastel colored embroidery at collar, down gold-finished front and swirling about skirt bottom. Ornament at neck. Sizes 14, 16, 18, 20.

17-116 Peacock Blue.	} Post Paid..... 3.99
17-117 Skipper Blue.	
17-118 Copper Tile Rust.	

Spun Rayon-and-Wool Bolero Frock

(J) Detachable bolero in contrast makes a very charming "two-timer" out of this Spun Rayon-and-Wool dress. Sizes 14, 16, 18, 20.

17-107 Dusty Pink-and-Wine.	} Post Paid..... 3.98
17-108 Two-tone Green.	

SIZE SCALE FOR ABOVE DRESSES

Sizes..... 14, 16, 18, 20, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Length about.... 44, 45, 46, 46, 46.



THREE FASHION FINDS OF THE Season!

3.99

6.95

4.98

Swanback Rayon Crepe

Begin the Spring in a trim bolero frock of Swanback Rayon Crepe. Dress top is vividly patterned in unusual design and features shirring at waist-yoke. Loops and covered buttons from bow-touched collar to waist. Self-belt. Chic bolero displays lapels and the pleated shoulder-line. This dress carries Courtauld's "Quality Control" label.

Sizes..... 14, 16, 18, 20.
Bust..... 32, 34, 36, 38.
Length about 44, 45, 46.

17-125 Green.	} Post Paid..... 3.99
17-126 Navy.	
17-127 Brown.	

Cord Crepe and Sheer

A "daytime-must" for every style-alert woman. Fashioned from Cord Rayon Crepe and Shadow Sheer, with detachable bolero over a short-sleeved frock. Button-trimmed and lace-edged vestee, with pleated butterfly bow. Shirring at shoulder-line of the dress and trim all-around belt. Stripe design in the Shadow Sheer top and bolero in direct contrast to the plain Cord Rayon Crepe skirt.

Sizes..... 14, 16, 18, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Length about 44, 45, 46, 46.

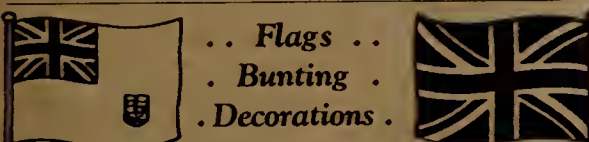
17-128 Navy.	} Post Paid..... 6.95
17-129 Black.	

Rayon Canton Crepe

This Rayon Canton Crepe jacket frock features large white checks against a dark background. The loose jacket with its plain back, slips on over a short-sleeved frock. High waistline softly shirred for blouse fullness. Colorful ornament at V-neck. One of our very smartest Spring styles. This dress carries Courtauld's "Quality Control" label.

Sizes..... 16, 18, 38, 40, 42.
Bust..... 34, 36, 38, 40, 42.
Length about 45, 46, 46, 47.

17-122 Navy-with-White.	} Post Paid..... 4.98
17-123 Wine-with-White.	
17-124 Black-with-White.	



.. Flags ..
.. Bunting ..
.. Decorations ..

For Their Majesties' Visit

Printed Cotton Flags Mounted on Sticks

Canadian Ensign	The Union Jack
45-330 8 x 12 ins.. 8c	45-334 8 x 12 ins.. 8c
45-331 12 x 16 ins. 10c	45-335 12 x 16 ins. 10c
45-332 16 x 24 ins. 18c	45-336 16 x 24 ins. 18c
45-333 22 x 36 ins. 39c	45-337 22 x 36 ins. 39c

Write for Folder of Decorations
Ready for Mailing April 1st.

SEND YOUR ORDERS TO TORONTO

Sparkling NEW YORK'S

SOFT LINES...SLIMLY FITTED
FABRICS RICH IN COLOR



A
5.00

B
3.98

C
5.95



Celanese Satin Back Crepe

(A) Celanese Satin Back Crepe frock with silk scallops sweeping around the neck, across the short sleeves and down the front in panel effect. Heavy antique costume jewellery offsets the neck.

Sizes..... 14, 16, 18, 20.
Bust..... 32, 34, 36, 38.
Length about 44, 45, 45, 46.

17-132	Glory Blue.	} Post Paid..... 5.00
17-133	Black.	
17-134	Copper Tile Rust.	

Printed Rayon Canton Crepe

(B) For daytime and date-time you'll find this colorful frock perfect. Of brilliantly designed Printed Rayon Canton Crepe with jewelled pins on the shirring of the shoulder-line. Cowl neck. Brief sleeves with shirring outlining the inset panel. Tight cuffs. This dress carries the Courtault's "Quality Control" label.

Sizes..... 14, 16, 18, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Length about 44, 45, 45, 46.

17-135	Navy.	} Post Paid..... 3.98
17-136	Black.	

Styled from "Celatwill"

(C) Stunning in its simplicity and fashioned from "Celatwill" a Celanese fabric of exceptional quality. Pleats at right shoulder-line flare into sweeping bodice fullness and are caught again by matching pleats at the lower left side. Self sash swathes the waist of the trimly gored skirt. Buttons at back.

Sizes..... 14, 16, 18, 20.
Bust..... 32, 34, 36, 38.
Length about 44, 45, 45, 46.

17-137	Persian Green.	} Post Paid..... 5.95
17-138	Black.	
17-139	Persian Red.	

Two-Tone Celanese Rough Crepe

(D) Daytime enchantment in a frock combining two contrasting colors. Shirred bodice top, draped collar and wide sash in bold relief to the sleeves and skirt. High fitted waist yoke. Gored skirt for a swinging fullness. Styled of Celanese Rough Crepe.

Sizes..... 14, 16, 18, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Length about 44, 45, 45, 46.

17-140	Navy-and-Grey.	} Post Paid 3.98
17-141	Black-and-Persian Red.	
17-142	Mayfair Green-and-Sand.	



E

3.59

Striped Normandie Smooth Crepe

(E) A frock to wear now and from now on. Fashioned from Normandie Smooth Crepe with separate little jacket. Frock has cap sleeves, cool V-neck with novelty pin, and front fullness accented by the high waist yoke. Skirt has front gores for fullness. Jacket sleeves are pleated at the shoulder-line and the front finished with piping to form a wide band. Catchy little corners in the jacket to stick in a hankie.

Sizes..... 14, 16, 18, 20.
Bust..... 32, 34, 36, 38.
Length about 44, 45, 45, 46.

17-130	Aqua Green.	} Postpaid..... 3.59
17-131	Cadet Blue.	



D

3.98

Spring Styles

FORMULA FOR SMARTNESS

SWIRL PLEATS...FRONT FULNESS
STYLE INTEREST ABOVE-THE-WAIST /



A
2.95

B
3.98

LOOK FOR Courtauld's Quality Control Tag

Courtauld's "Quality Control" Rayon Fabrics have been rigidly check-tested and approved. Courtauld's fabrics will:
 ... Wash or dry-clean (depending on type of weave).
 ... Withstand action of normal hot iron pressing.
 ... Wear (strength tested for fabric purity and construction).
 ... Hold fast to its seams (tested for seam strength).
 ... Be color-fast (colors stay fresh) color-tested, of course.

Gaily Printed Slub Cotton

(A) Be on-the-go all day, no matter what the temperature, in this peasant frock of Slub Cotton. You'll love the animated pattern that splashes over a natural background and encircles sleeves and skirt. Design is repeated down front. Buttons from neckline to skirt bottom.

Sizes..... 14, 16, 18, 20.
 Bust..... 32, 34, 36, 38.
 Length about 43, 44, 44, 45.
 17-149 Natural-with-Brown, Green, Navy.
 17-150 Natural-with-Rust, Blue, Black.
 17-151 Natural-with-Red-Blue, Purple.
 Postpaid..... **2.95**

Refreshingly Cool Linen

(B) Turn 'out crisp and alert on the hottest days in a cool Linen frock. Bands of gay contrasting Linen sweep from neckline, narrowing at the belted waist, and flare open down front. Contrasting trim repeated on the collar and short sleeves. Zippered from neck to waist.

Sizes..... 14, 16, 18, 38, 40.
 Bust..... 32, 34, 36, 38, 40.
 Length about 44, 45, 45, 46, 46.
 17-146 Brown-Maize-and-Nile-Green.
 17-147 Navy-Maize-and-Copen Blue.
 17-148 Black-White-and-Nile Green.
 Postpaid..... **3.98**



C
3.99

D
4.98

Rayon Chiffon with Slip

(C) For charm and simplicity choose this Rayon Chiffon frock! Stitched pleats from neckline flare open in the skirt in the very newest manner. Organdie flowers accent the soft lines of the collar. Well-cut Rayon slip to match. This dress carries the Courtauld's "Quality Control" label.

Sizes..... 14, 16, 18, 38, 40.
 Bust..... 32, 34, 36, 38, 40.
 Length abt. 44, 45, 45, 46, 46.
 17-155 Navy.
 17-156 Black.
 17-157 Rust. } Post Paid.. **3.99**

Satin Back Crepe

(D) Pleats and more pleats—from the yoke neckline to belted waist—from gathered shoulders to new length sleeve. Round collar—offset by gleaming costume jewellery. Skirt is cleverly gored at front. Fashioned from Celanese Satin Back Crepe.

Sizes..... 14, 16, 18, 38, 40.
 Bust..... 32, 34, 36, 38, 40.
 Length abt. 44, 45, 45, 46, 46.
 17-143 Continental Blue.
 17-144 Black.
 17-145 Military Red.
 Postpaid..... **4.98**

Celanese Sheer

(E) Too smart for words! The new interpretation of the monastic frock that carries all the fulness at the front. Shirring at shoulders and corselet waist. Covered buttons down front. Self belt ties at back. Material—Good-quality Celanese Sheer.

Sizes..... 14, 16, 18, 38, 40.
 Bust..... 32, 34, 36, 38, 40.
 Length abt. 44, 45, 45, 46, 46.
 17-152 Mayfair Green-and-Sand.
 17-153 Navy-and-Grey.
 17-154 Copper Tile Rust-and-Sand.
 Postpaid..... **5.95**

E
5.95



ALL
ROUGH CREPES
298
—
EACH

*A Variety
OF
Popular Styles*
**SUPERIOR
QUALITY**
Extra
LOW PRICE

- | | | | | | |
|---|---|---|---|---|--|
| <p>Smartly Embroidered
 (A) Embroidery in bold relief adorns the shrugged-up shoulders and follows the jacket outline of this Celanese Rough Crepe frock. Covered buttons and loops from V-neck to waist.
 Sizes..... 14, 16, 18, 20.
 Bust..... 32, 34, 36, 38.
 Length about 44, 45, 45, 46.
 17-167 Rust.
 17-168 Black.
 17-169 Continental Blue.</p> | <p>The Jacket Frock
 (B) Slimly fitted broad-shouldered jacket slips over a vividly designed top featuring brief sleeves, tie neck and wide belt. Three front gores to skirt. Of Celanese Rough Crepe.
 Sizes..... 14, 16, 18, 20.
 Bust..... 32, 34, 36, 38.
 Length about 44, 45, 45, 46.
 17-161 Rust-with-Green.
 17-162 Navy-with-Red.
 17-163 Black-with-Red.</p> | <p>Chic Bolero Effect
 (C) Jaunty little bolero is attached and contrasts smartly with the pendant-decked printed top. Skirt has fitted high yoke and wide front gores. Celanese Rough Crepe.
 Sizes..... 14, 16, 18, 38, 40.
 Bust..... 32, 34, 36, 38, 40.
 Length abt. 44, 45, 45, 46, 46.
 17-170 Navy-and-Red.
 17-171 Black-and-Red.
 17-172 Rust-and-Brown.
 17-173 Green-and-Brown.</p> | <p>Embroidered Top
 (D) Money in pocket for you and a smart dress into the bargain. A splash of Woolenembroidered flowers, with colorful bead centres, adds contrast to the top of this Celanese Rough Crepe frock.
 Sizes..... 14, 16, 18, 38, 40.
 Bust..... 32, 34, 36, 38, 40.
 Length abt. 44, 45, 45, 46, 46.
 17-158 Continental Blue.
 17-159 Black.
 17-160 Exotie Violet.</p> | <p>The Youthful Peplum
 (F) Two-tone silk braid parades in a military manner down the front, across the pocket and around the peplum of this Celanese Rough Crepe dress. Belt in contrast. Tailored skirt with two front pleats.
 Sizes..... 14, 16, 18, 20.
 Bust..... 32, 34, 36, 38.
 Length abt. 44, 45, 45, 46.
 17-164 Glory Blue.
 17-165 Military Red.
 17-166 Black.</p> | <p>Your "Date" Frock
 (E) Dainty bows rest lightly on the lovely squared lace yoke and tight lace cuffs of this irresistible frock. Padded shoulders for that squared-off look. Button-trimmed bodice. Full skirt. Celanese Rough Crepe.
 Sizes..... 14, 16, 18, 20.
 Bust..... 32, 34, 36, 38.
 Length about 44, 45, 45, 46.
 17-174 King's Red.
 17-175 Queen's Blue.
 17-176 Colleen Green.</p> |
|---|---|---|---|---|--|



A
398

B
500

C
598

D
398



BLOUSE
ATTACHED
TO
SKIRT
WITH
BUTTONS

E
595



F
495

Ribbed Rayon Sheer with Gay Trim

(A) Brightly corded ribbon enlivens neck, sleeves and top of this Ribbed Rayon Sheer frock. Self-covered buttons adorn the front and outline skirt panel. Separate slip of Rayon Taffeta.

Sizes..... 14, 16, 18, 20.
Bust..... 32, 34, 36, 38.
Lgth. abt. . . 44, 45, 45, 46.

17-179 Navy-and-Red trim.
17-180 Black-and-Green trim.
17-181 Brown-and-Maize trim.

Postpaid..... 3.98

Rich Celanese Satin Back Crepe

(B) The magic of simplicity lies in this chic frock of Celanese Satin Back Crepe. Clever design in contrast adds a dramatic note to the envelope style front and loose sleeves. Squared shoulders.

Sizes..... 14, 16, 18, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Lgth. abt. 44, 45, 45, 46, 46.

17-184 Fuschia Wine-with-White.
17-185 Black-with-White.
17-186 Glory Blue-with-White.

Postpaid..... 5.00

Two-Color Miracle Rayon Crepe

(C) Miracle Rayon Crepe frock with brilliantly colored top of smart severity. Fulness of skirt is accentuated by the wide corselet belt, threaded with lacings to match the vivid top. Supremely smart.

Sizes..... 14, 16, 18, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Lgth. abt. 44, 45, 45, 46, 46.

17-189 Black-with-Cyclamen Red.
17-190 Black-with-Bishop Purple.
17-191 Black-with-Mayfair Green.

Postpaid..... 5.98

Vividly Printed Rayon Chiffon

(D) Alive with brilliant color this Printed Rayon Chiffon frock has its own plain rayon slip beneath. Shoulders are softly shirred and a gay two-tone sash ties at front.

Sizes..... 14, 16, 18, 20.
Bust..... 32, 34, 36, 38.
Lgth. abt. . . 44, 45, 45, 46.

17-182 Navy-with-gay design.
17-183 Black-with-gay design.

Postpaid..... 3.98

Taffeta and Crepe with Lace

(E) Rows of lace adorn the white Celanese Rough Crepe blouse and finish the Celanese Taffeta bolero of this frock. Celanese Taffeta skirt buttons onto blouse.

Sizes 11, 13, 14, 15, 16, 17, 18, 19, 20.
Bust 29, 31, 32, 33, 34, 35, 36, 37, 38.
Lgth. abt. 42, 43, 43, 43, 44, 44, 44, 45, 45.

17-177 Navy. }
17-178 Black. } Postpaid. . 5.95

Lovely Marquisette with Scroll Trim

(F) Sheer Marquisette over a well-cut slip of rayon. Dainty scroll design encircles the neck and sleeves while a taffeta sash ties into a front bow. Colorful flowers at neck.

Sizes..... 14, 16, 18, 38, 40.
Bust..... 32, 34, 36, 38, 40.
Lgth. abt. 44, 45, 45, 46, 46.

17-187 Navy.
17-188 Black.
Postpaid..... 4.95

DELIGHTFUL FROCKS

MISS JUNIOR . . .

*Lively Cottons..Chic Taffeta
and Flattering Crepes*



Linene with Print Bolero

(A) Fresh and cool as a Summer breeze! Plain Linene frock with Check Cotton Print bolero, collar and long tie sash. Bolero is faced to match dress. Three belt keepers with buttons.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 43, 44, 45.

17-207 Powder Blue. }
 17-208 Green. } Postpaid... 1.98

Gay Coat-Fashion Dirndl

(B) American Shadow Crash in bright patterns on white ground. Lace-trimmed collar and sleeves. Lastex waist. Buttons down the front.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 43, 44, 45.

17-212 White-with-Navy-and-Yellow. }
 17-213 White-with-Navy-and-Rust. } Postpaid
 17-214 White-with-Navy-and-Green. } 2.95

Flowered Tulip Pattern

(C) Very attractive California Linspun in natural color festooned with flowered tulips in various hues. Matching bands of tiny flowers on sleeves, neck and down the front. All-around belt.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 43, 44, 45.

17-209 Natural-with-Black-Red- }
 17-210 Natural-Navy-Green-Red. } Postpaid
 17-211 Natural-Wine-Green-Tile. } 1.98



Deftly Pleated Frills

Sleeves and collar of this Celanese Rough Crepe frock are enhanced with dainty pleated frills. Heart ornaments.
 Sizes 11, 13, 15, 17, 19.

17-192 Mayfair Green.
 17-193 Glory Blue.
 17-194 Military Red.
 Postpaid..... 3.59

Interesting Neckline

Padded stitching trims the yoke and sleeves of this Celanese Rough Crepe frock. Yoke top is smartly shirred.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length abt. 42, 43, 43, 44, 45.

17-200 Coral Pink.
 17-201 Powder Blue.
 17-202 Nile Green.
 Postpaid..... 2.98

Contrasting Yoke

Celanese Rough Crepe in fitted style, with shirred yoke in contrast. Sunburst necklace. Trim panelled skirt.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length abt. 42, 43, 43, 44, 45.

17-215 Black-with-Blue.
 17-216 Black-with-Green.
 17-217 Brown-with-Rust.
 Postpaid..... 3.98

Dirndl in Taffeta

Celanese Taffeta in dirndl mode made Lastex waist, very full skirt. Brilliant metal clips and buttons.
 Sizes 11, 13, 15, 17, 19.

17-195 Navy.
 17-196 Black.
 17-197 Wine.
 17-198 Primrose Maize.
 17-199 Azure Blue.
 Postpaid..... 2.98

Colored Applique

Celanese Rough Crepe in jumper style with novel colored applique.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length abt. 42, 43, 43, 44, 45.

17-203 Colleen Green.
 17-204 Copper Tile Rust.
 17-205 Glory Blue.
 17-206 Black.
 Postpaid..... 3.99

STYLES SO GAY.... ...SO CAPTIVATING

*You Simply
Can't Resist Them*

Wide-Belted Waist . . . Very Full Skirt
(A) Cyclamen Sheer with pleated bodice front and back. Full Skirt is girdled with wide belt. High-shouldered sleeves. Plain yoke and youthful turn-down collar with ornament.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 44, 45.
 17-242 Coral Rose.
 17-243 Queen's Blue.
 17-244 Colleen Green.
 Post Paid..... 4.98

Swiss-Embroidered Celanese Taffeta
(B) A "dress-up" frock of Swiss-Embroidered Celanese Taffeta with flaring skirt and puff sleeves. Yoke shirred at shoulders and bust for a flattering fulness. Puff sleeves.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 44, 45.
 17-221 Primrose Maize.
 17-222 Forget-me-not-Blue.
 17-223 Rose Romantic.
 17-224 Black.
 17-225 Glory Blue.
 Post Paid..... 3.99

Bolero Jacket . . . Pleated Skirt
(C) Gay candy-stripe binding and a wide tie sash to match trim this bolero frock of Celanese Rough Crepe. Full pleated skirt. High-shouldered sleeves on separate bolero.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 44, 45.
 17-229 Brown.
 17-230 Navy.
 17-231 Black.
 Post Paid..... 3.98



Trim Waist . . High Sleeves
 Contrasting embroidered applique trims this youthful frock of Celanese Rough Crepe. Wide belt ties at front. Note the new high draped yoke. Brilliant ornaments on front and tie.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 44, 45.
 17-226 Queen's Blue.
 17-227 Arcadian Green.
 17-228 King's Red.
 Postpaid..... 2.98

Double Peter Pan Collar
 Sheer Sand Crepe two-piece frock with contrasting lace-trimmed collar, cuffs and pocket flaps. Smartly shirred yoke and puffed short sleeves.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 44, 45.
 17-238 Queen's Blue.
 17-239 King's Red.
 17-240 Colleen Green.
 17-241 Royal Orchid.
 Postpaid..... 3.49

Lovely Pastel Shades
 Tailored frock of Slub Spun Rayon in stripe-effect pattern. Tie-belt and hankie in contrast. Two tricky little stitched pockets. Buttons from neck to waistline. Two wide front pleats.
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about 42, 43, 44, 45.
 17-218 Pink.
 17-219 Green.
 17-220 Blue.
 Postpaid..... 3.59

Peasant Coat Style
 Be smartly cool in this frock of Wool and Spun Rayon Challis with applique, buttons and tie in contrast. Two patch pockets. Buttons down the front coat-wise. Wide belt ties in peasant fashion. It's very new!
 Sizes 11, 13, 15, 17, 19.
 17-235 Maize.
 17-236 Powder Blue.
 17-237 Rose.
 Post Paid ... 2.99

Lace and Ribbon Trim
 Flock Dot Voile frock with dainty lace trimming on the Peter Pan collar and down the front. Ribbon sash and tie at neck in contrast. Short puff sleeves. Priced very low.
 Sizes 11, 13, 15, 17, 19.
 17-232 Powder Blue.
 17-233 Maize.
 17-234 Red.
 Postpaid..... 1.98

It's a Season of Color...

STYLE AND VIVACITY

For Gay Junior Misses'



A
199

B
149

C
198



D
195

E
349



F
298

H
298



J
398

Slub Poplin in Gay Colors

- (A)** Alive with bands of color, this Slub Poplin frock has lastex Dirndl waist and full skirt.
 Sizes 11, 13, 15, 17, 19.
 17-257 Navy-with-Red-Yellow-and-Green.
 17-258 Blue-with-Wine-Yellow-and-Orange.
 17-259 Green-with-Brown-Red-and-Yellow.
 17-260 Red-with-Navy-and-Green.
 Postpaid..... 1.99

Cool Candy Stripe Pique

- (B)** Lots of color in this striped Pique frock with its button-trimmed tabs and vestee front.
 Sizes 11, 13, 15, 17, 19.
 17-248 Green. }
 17-249 Navy. } Postpaid..... 1.49
 17-250 Brown. }

Gaily Patterned Imported Broadcloth

- (C)** Colorful Imported Broadcloth frock with detachable "kerchief" and slim dirndl waist. Unbuttons all the way down the front.
 Sizes 11, 13, 15, 17, 19.
 17-245 Navy. }
 17-246 Wine. } Postpaid..... 1.98
 17-247 Brown. }

Woven Shepherd's Check Cotton

- (D)** Crisp touches of white combine with red buttons, buckle and bow to enliven this Woven Shepherd's Check Cotton frock. All-round peplum.
 Sizes 11, 13, 15, 17, 19.
 17-256 Black-and-White with Red.
 Postpaid..... 1.95

2-Piece Dot Rough Crepe

- (E)** Suit effect in Dot Rayon Rough Crepe. Fitted jacket with half-belt at back. Colorful buttons and two-tone trim. Skirt has camisole top.
 Sizes 11, 13, 15, 17, 19.
 17-265 Navy. } Postpaid..... 3.49

Rayon Rough Crepe with Bolero

- (F)** Separate bolero contrasts smartly with the dotted top of this Rayon Rough Crepe frock.
 Sizes 11, 13, 15, 17, 19.
 17-251 Navy. }
 17-252 Wine. } Postpaid..... 2.98

Embroidered Celanese Rough Crepe

- (H)** This Celanese Rough Crepe frock uses touches of harmonizing embroidery for a chic finish.
 17-253 Continental Blue. } Sizes 11, 13, 15, 17, 19.
 17-254 Cinnamon Rust. }
 17-255 Colleen Green. } Postpaid... 2.98

Rayon Chiffon with Slip

- (J)** Very chic with its self-covered buttons, bow-trimmed pockets and pleated skirt. Underneath the Rayon Chiffon you'll find a rayon slip.
 17-261 Wine. }
 17-262 Glory Blue. } Sizes 11, 13, 15, 17, 19.
 17-263 Maize. }
 17-264 White. } Postpaid..... 3.98

Size Scale for Above Dresses
 Sizes..... 11, 13, 15, 17, 19.
 Bust..... 29, 31, 33, 35, 37.
 Length about... 42, 43, 43, 44, 45.

Gracefully Styled--Designed to Slenderize

SUCH LOVELY MATERIALS

~~~ EXCITING TRIMMINGS

~~~ Yet they're Only **359** EACH

REGULAR AND STOUT SIZE 36 to 52



Rough Crepe with Lace

(A) You won't find a more flattering style in any higher-priced frock than this beautifully simple Celanese Rough Crepe with lustrous Rayon Lace in the cape-effect sleeves and vestee collar. Bits of shirring at shoulders and just above the waistline give necessary fulness through the bust. Skirt is cut with three-panel front. Bright flower corsage. Sizes..... 36, 38, 40, 42, 44, 46, 48, 50, 52. Length about 47, 47, 47, 47, 47, 48, 48, 48, 48. 17-269 Brown. 17-270 Black. 17-271 Wine. 17-272 Navy. **Post Paid..... 3.59**

Printed Rough Crepe

(B) Bright floral design on dark background... the perfect frock for Spring! Printed Rayon Rough Crepe is the material in this slenderizing style for the woman of larger proportions. Made with flattering draped neckline and raglan shoulders for plenty of room through the armholes. Sleeves are full with tight cuffs. Well-cut skirt has front pleat. Opens at back of neck. Ornamented with two very attractive brilliant clips at the neckline. Sizes..... 36, 38, 40, 42, 44, 46, 48, 50, 52. Length about 47, 47, 47, 47, 47, 48, 48, 48, 48. 17-278 Navy. 17-279 Black. 17-280 Brown. **Post Paid..... 3.59**

Lace-Yoked Rough Crepe

(C) Designed to give flattering charm to the mature figure, every line of this frock has been carefully planned for slenderizing effect. Of Celanese Rough Crepe with yoke of rich matching Lace. The double collar extends to the waistline and is adorned with a brilliant brooch. Long full sleeves are shirred at shoulders and snugly cuffed. Skirt is cut in wide panels to give slim lines to the hips. Sizes..... 36, 38, 40, 42, 44, 46, 48, 50, 52. Length about 47, 47, 47, 47, 47, 48, 48, 48, 48. 17-275 Wine. 17-276 Black. 17-277 Navy. **Post Paid..... 3.59**

Crepe with Braid Trim

(D) The frock that answers the question of "what to wear" for all informal occasions! Celanese Rough Crepe, with every detail designed to slenderize. Long V-neck piped in contrast and enriched with trimming of lustrous braid on either side. Yoke is gathered at shoulders to give extra freedom through the bust. Sleeves are full with pleated shoulders and tie cuffs. Skirt is cut in three front panels. Sizes..... 36, 38, 40, 42, 44, 46, 48, 50, 52. Length about 47, 47, 47, 47, 47, 48, 48, 48, 48. 17-266 Wine. 17-267 Black. 17-268 Navy. **Post Paid..... 3.59**



NEWEST FASHIONS

359 EACH

Rough Crepe and Rayon Print

A new and interesting style touch is added to this Rayon Rough Crepe frock in the brightly patterned Printed Rayon sleeves. The bodice is gathered to a wide yoke belt which huckles in the back and gives a trim waistline effect. Panelled skirt has two front pleats for extra fulness. Roll collar and bright corsage at neck. A frock that is flattering in every line, and looks much more expensive than it really is! Sizes.... 36, 38, 40, 42, 44, Lgth. aht 47, 47, 47, 47, 47, Sizes.... 46, 48, 50, 52. Lgth. aht 48, 48, 48, 48. 17-273 Navy. 17-274 Black. **Postpaid..... 3.59**



TWO TRIUMPHS OF Style and Value

BOULEVARD PRINT OR
STRIPED RAYON CREPE



**SIMPSON
SPECIAL
199**

**SIMPSON
SPECIAL
399**

Boulevard Print
Short-sleeved dress of Boulevard Cotton Print. Plain skirt and pique collar trimmed with lace and buttons. All-around belt. Matching jacket has smart wide shoulders. Low priced!
Sizes..... 34, 36, 38, 40,
Length abt. 46, 46, 47, 47,
Sizes..... 42, 44, 46,
Length abt. 48, 48, 48.
17-281 Navy pattern on White ground.
17-282 Black pattern on White ground.
Post Paid..... 1.99

Striped Crepe
Jacket frock of Striped Rayon Rough Crepe. Dress has three front pleats and all-around belt. Contrasting pique collar trimmed with lace and buttons. Hip-length jacket.
Sizes..... 34, 36, 38, 40,
Length abt. 46, 46, 47, 47,
Sizes..... 42, 44, 46,
Length abt. 48, 48, 48.
17-283 Navy with White stripe.
17-284 Black with White stripe.
Post Paid..... 3.99



298

Patterned Stripes

Normandie Smooth Crepe frock.
Sizes..... 16, 18, 38, 40, 42, 44.
Bust..... 34, 36, 38, 40, 42, 44.
Length abt. 46, 46, 47, 47, 48, 48.
17-285 Navy-White-and-Blue.
17-286 Black-Grey-and-Red.
17-287 Rust-White-and-Green.
Postpaid..... 2.98

349

Stand-Up Collar

Printed Rayon Rough Crepe with shirred yoke. All-around sash.
Sizes..... 16, 18, 38, 40, 42, 44.
Bust..... 34, 36, 38, 40, 42, 44.
Length abt. 46, 46, 47, 47, 48, 48.
17-291 Navy.
17-292 Black.
17-293 Brown.
Postpaid..... 3.49

498

Novel Shirring

Venetian pattern in Printed Rayon Chiffon. Rayon slip.
Sizes..... 16, 18, 38, 40, 42, 44.
Bust..... 34, 36, 38, 40, 42, 44.
Length abt. 46, 46, 47, 47, 48, 48.
17-288 Light Navy.
17-289 Black.
17-290 Wine.
Postpaid..... 4.98

395

Two-Piece Effect

Swanback Crepe with Printed top sewn on a smart Plain skirt.
Sizes..... 16, 18, 38, 40, 42, 44.
Bust..... 34, 36, 38, 40, 42, 44.
Length abt. 46, 46, 47, 47, 48, 48.
17-294 Brown.
17-295 Navy.
17-296 Wine.
Postpaid..... 3.95

Three Styles IN SHAN-RAY SPUN RAYON

Novel Print Design

Printed "Shan-Ray" Spun Rayon in bright designs on natural grounds. Tailored collar, puff sleeves and buttons to waist. Front pleats in skirt.
Sizes..... 34, 36, 38,
Length about 46, 46, 47,
Sizes..... 40, 42, 44,
Length about 47, 48, 48.
17-297 Natural-and-Brown.
17-298 Natural-and-Blue.
17-299 Natural-and-Green.
Post Paid..... 2.99

Piped in Contrast

Printed "Shan-Ray" Spun Rayon. Buttons, belt buckle and piping in contrast. Pleated sleeves. Skirt slightly flared.
Sizes 34, 36, 38, 40, 42, 44.
17-304 Blue-Navy-and-White.
17-305 Green-Brown-and-White.
17-306 Rose-Brown-and-White.
Postpaid..... 2.99

Rolled Collar

Printed "Shan-Ray" Spun Rayon with high-cut yoke and trim panelled skirt. Self-bow.
Sizes 34, 36, 38, 40, 42, 44.
17-300 White-Navy-and-Blue.
17-301 White-Brown-and-Maize.
17-302 White-Red-and-Grey.
17-303 White-Black-and-Wine.
Postpaid..... 2.99



17-297

17-304

17-300

299

299

299

A SPRINGTIME Melody of Style

Full Length Coat Over Colorful Dress

You'll catch everybody's eye in this chic ensemble! Short-sleeved Printed Rayon Canton Crepe frock aglow allover with a vivid flower design. Pleated jabot is button-trimmed and self-belt buckles trimly round your waist. Over it all, slip on the full-length coat of corded Rayon Sheer with its loose sleeves and self-belt of its own. Sizes. 34, 36, 38, 40, 42, 44, 46. Lgth. about 46, 46, 47, 47, 48, 48, 48. 17-307 Navy. 17-308 Black. Postpaid. 6.98



6.98



5.95

7.95

4.98

Satin-Back Crepe

Celanese Satin-back Crepe frock. Pleated fulness at skirt front. Sizes. 34, 36, 38, 40, 42, 44. Lgth. about 45, 45, 46, 46, 47, 47. 17-318 Exotic Violet. 17-319 French Fuchsia Wine. 17-320 Continental Blue.

Postpaid. 5.95

Lovely Rosaleen Crepe

Sequins sparkle in the Lace top of this Rosaleen Rayon Crepe dress. Gathered pleats and clips at neckline. Short puff sleeves. Sizes. 34, 36, 38, 40, 42, 44. Lgth. about 46, 46, 47, 47, 48, 48. 17-321 Navy. 17-322 Black. 17-323 Wine. Post Paid. 7.95

Pre-Shrunk Spun Rayon

Crease-resisting—all boiled colors—pre-shrunk. Of Spun Rayon, buttoning down front. Action pleat at back. Two novel pockets. Sizes. 34, 36, 38, 40, 42, 44. Lgth. about 46, 46, 47, 47, 48, 48. 17-327 Powder Blue. 17-328 Sand. 17-329 Pink. Post Paid. 4.98

Appliqued Satin Back Crepe

(A) Arrestingly lovely with its applique embroidered design in lustrous silk. V-neck caught by a colorful elip. Shirring at shoulder-line and built-up shoulders for that "sought-after" square effect. Stitched pleats at waistline for a slim fit. All-around belt with self-covered buckle. Gored skirt front to add that flattering note of swing.

Sizes. 34, 36, 38, 40, 42, 44. Length about 46, 46, 47, 47, 48, 48.

17-324 French Fuchsia Wine. 17-325 Black. 17-326 Navy. Postpaid. 3.98

Rayon Chiffon with Satin Stripe

(B) A cool dark dress is indispensable to every woman's wardrobe! Choose this lovely Rayon Chiffon with its vividly colorful broken Satin stripe for contrast. Built-up sleeves and shirring at shoulder-line. Vestee-effect front has covered buttons running from neckline to waist yoke. Long Taffeta sash ties in a crisp bow at the front. Underneath, a well-cut rayon taffeta slip. A frock to wear all season!

Sizes. 16, 18, 38, 40, 42, 44. Bust. 34, 36, 38, 40, 42, 44. Length about 46, 46, 47, 47, 48, 48.

17-312 Navy-and-Gold. 17-313 Black-and-Red. 17-314 Brown-and-Gold. Postpaid. 3.98

Summery Spun Rayon Challis

(C) Styled with a talent for keeping you fresh and cool looking! Of Spun Rayon Challis with stitched and button-trimmed front bands. Stitching around neat collar. Brief loose sleeves. Pleats from shoulder to belted waist, and stitched pleats open towards the bottom. Three very practical colors. Wonderful value at this low price.

Sizes. 34, 36, 38, 40, 42, 44. Length about 46, 46, 47, 47, 48, 48.

17-315 Rust. 17-316 Navy. 17-317 Green. Postpaid. 2.95

Printed Rayon Rough Crepe

(D) Peppered with polka dots, with polka dots forming a catchy design at the neck, down the sleeves and round the buckled belt. Fashioned of Printed Rough Rayon Crepe with tiny metallic edging around the V-neck. Gleaming pin and self-cord ties finish the front. Full sleeves with deep band cuff. Flattering fulness to the smartly panelled skirt.

Sizes. 34, 36, 38, 40, 42, 44, 46. Length about 46, 46, 47, 47, 48, 48, 48.

17-309 Navy. 17-310 Black. 17-311 Brown. Postpaid. 3.49



(A) 3.98

(B) 3.98

(C) 2.95

(D) 3.49

SMART VERSIONS.... of This Season's Style Successes



A
359

Printed Spun Rayon

- Ⓐ Summery frock of Printed Spun Rayon. Dainty flowers on light grounds. Gored skirt. Puff sleeves. Sizes..... 16, 18, 38, 40, 42, 44. Bust..... 34, 36, 38, 40, 42, 44. Lgth. abt. 46, 46, 47, 47, 48, 48.
- | | | |
|--------|--------|--------------|
| 17-347 | Maize. | |
| 17-348 | White. | |
| 17-349 | Blue. | Post |
| 17-350 | Pink. | Paid... 3.59 |

5.00 Order Special

- Ⓑ Flock Dot Voile with organdie trim. White dots on dark ground. Sold only if included in order totalling 5.00 or over from our Catalogues. Sizes..... 16, 18, 38, 40, 42, 44. Bust..... 34, 36, 38, 40, 42, 44. Lgth. abt. 46, 46, 47, 47, 48, 48.
- | | | |
|--------|--------|--------------|
| 17R339 | Navy. | |
| 17R340 | Black. | Post |
| 17R341 | Wine. | Paid... 1.49 |

Crepe Utility Dress

- Ⓒ Your choice of Printed or Plain Rayon Crepe in this flattering utility dress. Generous lap-over. All-around sash. Shirring at shoulders. Sizes..... 34, 36, 38, 40, 42, 44. Lgth. abt. 46, 46, 47, 47, 48, 48.
- | | | |
|--------|----------------|--------------------|
| 17-351 | Navy Printed. | |
| 17-352 | Black Printed. | |
| 17-353 | Navy Plain. | |
| 17-354 | Black Plain. | Postpaid..... 2.98 |



C
298



398

298

500

399

500

Striped Rayon Chiffon

Rayon Chiffon with lustrous rayon satin stripes. Styled with wide pointed front yoke, and full sleeves tied just above the elbow. Front and back pleat. Rayon slip underneath. Courtaulds 'Quality Control' tested. Sizes..... 34, 36, 38, 40, 42, 44. Lgth. abt. 46, 46, 47, 47, 48, 48.

| | | |
|--------|--------|--------------|
| 17-336 | Wine. | |
| 17-337 | Black. | Post |
| 17-338 | Navy. | Paid... 3.98 |

Normandie Smooth Crepe

Bright pattern on colored grounds—and the material is Normandie Smooth Crepe. Smartly styled with its fitted yoke, shirring at shoulders, and short puffy sleeves. One front pleat. Dainty corsage at the neck. Sizes..... 36, 38, 40, 42, 44, 46. Lgth. abt. 46, 47, 47, 48, 48, 48.

| | | |
|--------|-----------------------|----------------|
| 17-333 | Royal Blue ground. | |
| 17-334 | Wine ground. | |
| 17-335 | Peacock Green ground. | Post |
| | | Paid..... 2.98 |

Crepe Jacket Frock

Youthfully tailored and wearable all season long! Celanese Pebble Crepe with hip-length jacket, squared at shoulders, and panel skirt with three pleats. Dress top of Printed Crepe with self-covered buttons. Tie lined in contrast and looped through two very novel brilliant ring ornaments. Sizes..... 34, 36, 38, 40, 42, 44, 46. Lgth. abt. 46, 46, 47, 47, 48, 48, 48.

| | | |
|--------|--------|--------------|
| 17-330 | Navy. | |
| 17-331 | Black. | Post |
| 17-332 | Brown. | Paid... 5.00 |

New Swanback Crêpe

Bright shades on dark ground—the fabric is Swanback Crêpe made with new draped neckline, full sleeves and trim skirt with one pleat in front. Two brilliant ornaments at neck. All-around stiffened buckled belt. Sizes..... 34, 36, 38, 40, 42. Lgth. abt. 46, 46, 47, 47, 48. Sizes..... 44, 46, 48, 50, 52. Lgth. abt. 48, 48, 48, 48, 48.

| | | |
|--------|--------|--------------|
| 17-344 | Navy. | |
| 17-345 | Black. | Post |
| 17-346 | Brown. | Paid... 3.99 |

Celanese Cord Sheer

One of the most delightful materials of the season—Celanese Cord Sheer, made in a completely flattering style for any age or figure. Yoke is tucked at waistline and shirred at shoulders for bust fullness. Skirt front has five knife pleats stitched from top to waist. Neckline is edged in sharp contrast. A flower corsage completes the trimming. Sizes..... 34, 36, 38, 40, 42, 44. Lgth. abt. 46, 46, 47, 47, 48, 48.

| | | |
|--------|--------|--------------|
| 17-342 | Navy. | Post |
| 17-343 | Black. | Paid... 5.00 |



NEW YORK'S LATEST FASHION HITS

Styled for Women AND Little Women

SIZES
34 TO 44
14½ TO 24½

Redingote Style

(A) Printed Rayon Rough Crepe slip under a separate redingote of Rayon Chiffon made to flatter the shorter woman. Sleeves shirred at shoulders and tied at cuffs. Tailored collar and self-covered buttons. Chic flower nosegay. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.
 17-357 Navy.
 17-358 Black.
 Postpaid..... 5.98

Rayon Rough Crepe

(B) Spotted peplum top tailored plain skirt give this Rayon Rough Crepe frock a two-piece effect. Plain-color belt, tie-cuffs and collar. Zipper closing at neck. Short sleeves. Skirt has front pleats. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.
 17-355 Navy.
 17-356 Black.
 Postpaid..... 3.59

A 5.98

B 3.59



3.99

3.98

4.50



CHOICE OF
 Brightly
 Patterned
 SLUB RAYON
 OR
 Gaily Striped
 ENGLISH WOVEN SPUN

2.98
 EACH

Flowered Slub Spun

Refreshingly cool frock of flowered Slub Spun with four novel breast pockets. Five front pleats stitched to the waist. Contrasting belt. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.

17-367 Maize. }
 17-368 Blue. } Post
 17-369 Green. } Paid 2.98

English Woven Spun

The popular shirtmaker style in striped English Woven Spun, a new material for Summer. Two breast pockets. Two front pleats. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.

17-364 Blue. }
 17-365 Green. } Post
 17-366 Brown. } Paid 2.98

Smartly Gored Skirt

A most becoming style on any figure—short or tall! Triple sheer is the material... made with flaring gored skirt and the new draped bust line. High neck with novel brilliant ornament. Puffed sleeves for a high shouldered effect. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.

17-362 Navy. } Post
 17-363 Black. } Paid..... 3.99

Printed Rayon Chiffon

Sheer... cool... very dressy—a frock to wear anywhere! Printed Rayon Chiffon over a slip of plain-color rayon. Note the shirred sleeves and the novel brilliant fastener at neck. Self belt. Smart panelled skirt. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.

17-370 Navy. } Post
 17-371 Black. } Paid... 3.98

Cleverly Pleated Yoke

Delightfully sheer Rayon Chiffon in smartly flattering style. Yoke is pleated for subtle fullness, and brightened by three brilliant pins. Sleeves softly shirred. Courtaulds 'Quality Control' tested. Sizes 34 to 44 and 14½ to 24½. See size scale for lengths.

17-359 Rust. }
 17-360 Black. } Post
 17-361 Navy. } Paid..... 4.50

SIZE SCALE FOR WOMEN'S DRESSES

Women's Sizes: 34, 36, 38, 40, 42, 44.
 Length about: 46, 46, 47, 47, 47, 47.

SIZE SCALE FOR LITTLE WOMEN

Sizes..... 14½, 16½, 18½, 20½, 22½, 24½.
 Length about 45, 45, 46, 46, 46, 46.

Dresses Styled in the Best of Taste

FOR THE

LARGER·THAN·AVERAGE FIGURE !



7.95

7.95

7.95

Embroidered Front

Celanese Sheer in distinctive style with rich embroidery down front from neck to hemline. Lace ruffle at throat.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.

17-374 Wine. }
17-375 Black. } Post
17-376 Navy. } Paid... 7.95

Rich Radium Lace

A very lovely dress for special occasions! Beautiful Radium Lace with tucked yoke. Brilliant clips to match belt buckle. Rayon slip underneath.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.

17-387 Navy. } Post
17-388 Black. } Paid... 7.95

Cord Rayon Crepe

Contrasting embroidery trims the sleeves of this Cord Rayon Crepe frock. Tucked yoke for fullness. Five front pleats. Brilliant clip trims neckline.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.

17-372 Navy. } Post
17-373 Black. } Paid... 7.95



5.98

4.98

Carefully
Designed

Sizes
39 to
53

Satin Stripe

(A) The perfect slenderizing effect is achieved in this frock of Gardenia Rayon Crepe with lustrous Satin Stripe. The bodice is cleverly shirred to give fullness through the bust, and trimmed with glass buttons. Sleeves are gathered at the shoulders. Tiny vestee at neck in contrast. All-around belt. Skirt has front pleat.

Sizes 39, 41, 43, 45,
47, 49, 51, 53.

17-381 Wine.
17-382 Black.
17-383 Navy. }
Postpaid..... 3.99

Flock Dot Voile

(B) Contrasting looped edging on the long V-neck and sleeves of this Flock Dot Voile frock. The yoke is shirred at shoulders and has tucks just below the bustline for extra fullness. Skirt front has three pleats. All-around belt with buckle. Tailored bow and buttons at neck.

Sizes 39, 41, 43, 45,
47, 49, 51, 53.

17-384 Navy.
17-385 Black.
17-386 Wine. }
Postpaid..... 1.98



1.98

3.99

Printed Rayon Sheer with Novel Trimming

The perfect dress for all women... because of its wearable lines, its interesting detailing, and its beautiful Printed Rayon Sheer fabric. Made with slightly flared gored skirt and full sleeves shirred at the wrist. Shoulders and bodice are softly shirred for flattering fullness. Unusual loop trimming and brilliant clip at the neckline. All-around stiffened belt with self buckle. This dress carries Courtauld's "Quality Control" tested label.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.

17-379 Navy.
17-380 Black. }
Postpaid..... 5.98

Rayon Rough Crepe Trimmed with Border

A style that is right-up-to-the-minute, and very becoming regardless of your size! You'll appreciate the simple, charming lines of this Bordered Printed Rayon Rough Crepe frock. The border pattern is cleverly used for the belt and trimming on dress neckline and jacket revers. Skirt is panelled for flattering lines. Dainty flowers in contrast at neck. This dress is Courtauld's "Quality Control" tested.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.

17-377 Brown.
17-378 Black.
17-431 Navy. }
Postpaid..... 4.98

SIZE SCALE FOR THIS PAGE

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49.

★ **SLENDERIZING LINES**

★ **NEW NECKLINES**

★ **NEW BODICE TREATMENTS**

★ **NEW TRIMMINGS**



5.98



3.98



4.98

2.99

1.98

Embroidery Trim
Triple Sheer with panel skirt and embroidered collar. Shirred shoulders. Brilliant ornament at neck. All-around belt.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-395 Navy.
17-396 Black.
Postpaid..... **4.98**

Smart Jabot Front
Spun Rayon in attractive pattern with dainty braid edging and buttons. Cape sleeves.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-400 Royal Blue.
17-401 Wine.
17-402 Dk. Green.
Postpaid..... **2.99**

Contrasting Trim
Tie Toe Cord Cotton. Two pleats.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-394 White ground with Navy Blue Dot.
Postpaid..... **1.98**

Trim Lines in the Larger Sizes

Celanese Sheer

(A) Flattering in every detail... youthful in every line! Beautifully made frock of Celanese Sheer with trim-fitting panelled skirt and all-around stiffened belt. The yoke is shirred at shoulders and trimmed with satin-covered buttons and tie.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-397 Wine.
17-398 Black.
17-399 Navy.
Postpaid..... **5.95**

Two New Fabrics

(B) Cord Rayon Crepe and Shadow Sheer combine to make this one of the season's loveliest frocks! The draped-over bodice is shirred at shoulders and sewn on a wide belt which ties at the back. Long sleeves darted at elbows for extra fullness. A large brilliant brooch adds to the V-neck. Flattering panelled skirt.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-403 Moorland Brown.
17-404 Navy.
17-405 Plum.
17-406 Black.
Postpaid..... **6.95**



6.95

5.95

Rayon Chiffon and Smooth Crepe
Two exquisitely lovely materials in this smart two-piece ensemble. The dress is Pin-Stripe Rayon Smooth Crepe made with crossed-over front and plain short sleeves. Panelled skirt and all-around belt. Hip-length jacket of matching Pin-Stripe Rayon Chiffon with short puff sleeves and flattering revers of Smooth Crepe. Courtaulds "Quality Control" tested.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-389 Navy.
17-390 Black.
Postpaid..... **5.98**

Rayon Rough Crepe in Printed Design
"The well-dressed woman's wardrobe must include one printed dress" says a well-known stylist! Printed Rayon Rough Crepe with clever details and flattering lines. Vestee of contrasting material trimmed with covered buttons and dainty flower. Shirred yoke and scalloped neck. Courtaulds "Quality Control" tested.
Sizes 39, 41, 43, 45, 47, 49, 51, 53.
17-391 Navy.
17-392 Black.
17-393 Brown.
Postpaid..... **3.98**

SIZE SCALE FOR THIS PAGE

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

A SLIMMING DRESS

With Tailored Lines

Rough Crepe

Two panels of fine tucks are deftly used to create a slim line, and trim the bodice of this Celanese Rough Crepe dress. Buttons covered in contrast to match embroidery on the collar. Yoke is shirred for fullness and sleeves pleated for wide shoulder effect.

Sizes... 39, 41, 43, 45,

Length 48, 48, 48, 48,

Sizes... 47, 49, 51, 53.

Length 49, 49, 49, 49.

17-417 Moorland

Brown.

17-418 Black.

17-419 Navy.

Post

Paid... 3.98

398



(A)
298

(B)
595

(C)
399

Charming Styles
THAT LEND
Gracious Dignity
TO THE MATURE FIGURE



(D)
598

(E)
295



(F)
595

Printed Border for Smart Trimming

- (A) Spun Rayon Crepe in Printed design. Two pleats.
Sizes..... 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

17-409 Brown ground.

17-410 Black ground.

17-411 Navy ground.

Post

Paid..... 2.98

Stripe Chiffon Dress with Rayon Slip

- (B) Rayon Chiffon with lustrous Satin Stripe. Dainty corsage and pique neckband. Rayon slip underneath.
Sizes..... 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

17-414 Wine.

17-415 Black.

17-416 Navy.

Post

Paid..... 5.95

Polka Dot with Novel Border Trim

- (C) Swanback Smooth Rayon Crepe in polka-dot pattern.
Sizes..... 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

17-423 Navy ground.

17-424 Black ground.

17-425 Brown ground.

Post

Paid..... 3.99

Printed Slip Under Chiffon Frock

- (D) Sheer Rayon Chiffon dress with front pleats and shirred shoulders. Colorful Printed Rayon Rough Crepe slip.
Sizes..... 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

17-407 Navy.

17-408 Black.

Post

Paid..... 5.98

Rough Crepe with Lace on Sleeves

- (E) Celanese Rough Crepe in flattering style. Lace inserts.
Sizes..... 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

17-412 Navy.

17-413 Black.

Post

Paid..... 2.95

Slenderizing Jacket Frock Style

- (F) Tailored frock of Celanese Rough Crepe with three front pleats. Matching jacket trimmed with embroidery.
Sizes..... 39, 41, 43, 45, 47, 49, 51, 53.
Length about 48, 48, 48, 48, 49, 49, 49, 49.

17-420 Navy.

17-421 Black.

17-422 Wine.

Post

Paid..... 5.95

Suits are "Classics"

MAN-TAILORED AND HAND-TAILORING Where it Counts



Six Important Points of Man-Tailored Construction

1. Collars felled and shrunk for better fit.
2. Hyma Padded lapels and fronts. Padded and shrunk to retain their fit.
3. Mannish button-holes won't fray.
4. Edges of garment taped and felled to prevent sagging.
5. Armholes taped front and back.
6. Facings tacked to retain shape.

The mainstay of your wardrobe—an expertly Man-Tailored Suit. Your choice of four fine quality Imported Menswear Materials with guaranteed 2-season Celanese Satin linings. Tailored up to the highest standard and priced right.

- ★ Imported Menswear Fabrics of Fine All-Wool Plain and Striped Worsted, Sharkskin Worsted and All-Wool Tricotines.
- ★ Tailored with all the care put into men's finer suits. Hand-tailored at all important points.
- ★ Thoroughbreds of Style—always trim and becoming. A smart woman knows a tailored suit is never out of date.
- ★ Details carefully considered—covered zipper plackets for a smooth hipline, good deep hems; all facings tacked; mannish button holes constructed to prevent fraying.
- ★ Each suit lined with guaranteed 2-season Celanese Satin linings.

In Linings

"Celanese Signifies Quality"

GENUINE SILVER FOX SCARF



45⁰⁰

Silver-Fox . . . The Aristocrat of Furs

For that million dollar look—throw this gorgeous Silver Fox Scarf about your shoulders. Extra good quality full-furred genuine Silver Fox. In animal style with dependable clasp at head, and ball and chain fastener. Length about 34 inches exclusive of tail. Beautifully shaped head, natural paws and in full silver from head to tail.

19-120 Silver Fox. Postpaid. 45.00

Buy Your Furs or Suit on Our Budget Plan



Fits Like a Man's Fine Suit

(B) Your choice of this style in four materials. Hyma fronts and lapels. Padded shoulders. Link button fastening. Notched collar and peak lapels. Welt pockets and breast pocket. Tailored skirt with vents at sides. Covered zipper placket. Good deep hem. Guaranteed 2-Season Celanese Satin lining.

Sizes 14, 16, 18, 20.
Bust 32, 34, 36, 38.
Waist 27, 28, 29, 30.
Skirt length 28, 29, 29, 30.

19-150 Navy Blue. Double Plain Stripe Worsted.
19-151 Black. Double Plain Stripe Worsted.
19-152 Grey (medium). Plain Worsted. 16.95

Postpaid.
19-153 Grey (medium). Sharkskin Worsted.
19-154 Navy Blue. All-Wool Tricotine.
19-155 Black. All-Wool Tricotine. 17.95

Postpaid.

The Year to Year Favorite

(A) Your choice of this style in four materials. Hyma fronts and lapels. Padded shoulders. Link button fastening. Breast pocket, flap pockets and simulated ticket pocket. Notched collar and peak lapels. Tailored skirt with kick pleat in front and covered zipper placket. Good deep hem. 2-Season Celanese Satin lining.

Sizes 14, 16, 18, 20.
Bust 32, 34, 36, 38.
Waist 27, 28, 29, 30.
Skirt length 28, 29, 29, 30.

19-160 Grey (medium). Sharkskin Worsted.
19-164 Navy Blue. All-Wool Tricotine.
19-165 Black. All-Wool Tricotine. 17.95

Postpaid.
19-161 Navy Blue. Double Plain Stripe Worsted.
19-162 Black. Double Plain Stripe Worsted.
19-163 Grey. Plain Worsted. 16.95

Postpaid.

"COUNTESS" Models

For SPRING AND SUMMER



89 Crisp Taffeta "Off-the-Face"

(A) Deftly shirred brim adds a distinctive touch to this off-the-face version in lustrous Taffeta. A tailored self-bow trims the back. Chenille-dotted veil falls softly over the face. Wear it well back on the head as shown.

Navy, Brown, Black.

33-100 Fits heads 21½ to 21¾ ins.
33-200 Fits heads 22 to 22¼ ins.

245 Dressy Tricorn with Draped Brim

(B) Taffeta crown under a brim of fine Neora Braid, artistically draped in a flattering Tricorn line. Fine chenille-dotted veil and a white gardenia at the side for trimming. Correct to wear with any costume.

Navy, Brown, Black.

33-101 Head size 22".
33-201 Head size 23".

98 Softly Veiled Pill Box Shape

(C) This new "Pillbox" of glossy Neora Straw Cloth dips in flattering line over the forehead. Trimmed with self ornament and colorful flowers at front. Chenille-dotted veil for further charm and chic flattery.

Brown, Navy, Black.

33-102 Head size 22 inches.
33-202 Head size 23 inches.

298 A Favorite on Fifth Ave.

(D) On New York's 5th Avenue you'll see stunning high-riding brims like this one of Rio Straw Braid with bow of Satin-back Velvet in blending shades splashed across the top. The crown is Taffeta.

Navy, Brown, Black.

33-103 Head size 22 inches.
33-203 Head size 23 inches.

98 A "Gibson Girl" Sailor Version

(E) Hand-blocked lustrous woven "Sharkskin" Braid worn high on the head and tilted jauntily over the right eye. Elastic ribbon "snood" at the back holds it snugly in place. A very smart hat to wear with your suit!

Royal Blue, Grey, Copper Tile, Brown, Navy, Black

33-104 Fits heads 21½ to 22½ ins.



75 The "Breton" Mode in Pedaline Braid

Breton sailor of fine Pedaline Braid with novel badger ornament and perky quill.

Copper Tile, Royal Blue, Grey, Brown, Navy, Black.

33-106 Head size 22 inches.
33-206 Head size 23 inches.



85 A "Tyrolean" Style with Dashing Brim

Youthful Wool Felt in the "Tyrolean" mode with novel quill mount. The brim has the new "bumper" edge. Grosgrain band and bow.

Royal Blue, Paddy Green, Copper Tile, Navy, Brown, Black.

33-107 Head size 22 inches.
33-207 Head size 23 inches.



59 "Page Boy" Turban of Pedaline Braid

Turban of fine Pedaline Braid trimmed with applique plush flowers across the front, and softly flowing mesh veil. Correct with any costume—and it looks like a higher priced hat!

Royal Blue, Red, Navy, Brown, Black.

33-108 Head size 21½ inches.
33-208 Head size 22 inches.



95 The "Shako" Hat of Fine Wool Felt

The popular "Shako" turban—a "wear-with-all" style of Wool Felt with grosgrain ribbon trimming on the crown and around the high cuff brim. One of New York's newest styles.

Copper Tile, Navy, Royal Blue, Brown, Black.

33-109 Fits heads 21½ to 22 inches.



New in Every Detail The "Bolero" Sailor

|85

There's a buoyant lilt to this "Bolero" Wool Felt Sailor hat. Grosgrain ribbon edges the uprolled brim and forms crown band. Stiffened ribbon bow.

Copper Tile, Paddy Green, Navy, Brown, Black.

33-110 Head size 22 ins.

33-210 Head size 23 ins.

Draped "Hindu" Turban of Stitched Rayon Crepe

|45

Delightfully wearable for every occasion. Draped "Hindu" turban of stitched Rayon Crepe with colorful ornament piercing the gathered fulness at the front. Over your face cascades a Chenille veil.

Beige, Royal Blue, White, Navy, Brown, Black.

33-111 Fits head sizes 21¾ to 22 ins.

Pedeline Braid with High Crown

|59

The crown soars high on this Pedeline Braid Sailor. Grosgrain ribbon and flower trim. Royal Blue, Red, Beige, Navy, Brown, Black.

33-112 Head size 22 ins.

33-212 Head size 23 ins.

Tucked Rayon Crepe with Draped Crown

|59

Ornament holds the grosgrain ribbon bow against the high draped crown of this Tucked Rayon Crepe hat. Swirling veil with embroidered edges.

Copen Blue, Beige, Navy, Brown, Black.

33-113 Fits heads 21¾ to 22 ins.

BRIMFUL OF STYLE AND INDIVIDUALITY!



Shining Satin Ribbon and Pedaline Braid

|85

Stiffened cuff of lustrous Satin Ribbon winds 'round this Pedaline Braid chapeau and finishes with rosette and streamers at the close-fitting back. Embroidered veil covers your face. Two head sizes.

Navy, Brown, Black.

33-114 Head size 22 ins.

33-214 Head size 23 ins.



"Off-the-Face" Frankly Feminine

|85

The "Off-the-Face" brim of this Pedaline Braid hat sweeps upward to show a dainty bouquet nestled in a gauzy veil bow. Narrow grosgrain ribbon band encircles the crown and ends in perky streamers. Wide selection of popular colors.

Royal Blue, Red, Brown, Navy, Black.

33-115 Fits head sizes 21½ to 22 ins.

Adorable Doll Hat

249

Perch it saucily atop your curls! It's hand-blocked from finely woven "Shark-skin" straw and flaunts a vivid Velvet bow in front. Elastic ribbon 'snood' holds it securely at the back for comfort. A flowing veil reaches your shoulders. Copper Tile, Royal Blue, Brown, Navy, Black.

33-116 Fits head sizes 21½ to 22 ins.



Sport-Minded Felt with Clever Lacing

|79

A dashing sweep to the swerving brim and a gay feather and little quill stuck jauntily into the grosgrain ribbon band. You'll love the deft lacing that finishes one side of the novel crown. Styled of quality Wool Felt. Two head sizes.

French Beige, Copper Tile, Navy, Brown, Black.

33-117 Head size 22 ins.

33-217 Head size 23 ins.



New "Cuff" Brim on This Wool Felt

|98

Personality plus in the deep "Cuff" brim that sweeps up higher on the left side. Fashioned of Wool Felt and held securely at the back by an elastic ribbon. Wide mesh veil gathers at the back in crisp fulness. Wear it at a dashing angle.

Royal Blue, Brown, Navy, Black.

33-118 Fits head sizes 21¾ to 22¼ ins.



Hand-Blocked Pill Box Style

|98

Hand-blocked Wool Felt with cuff brim and close-fitting back. The flattering veil covers your face and ties in a huge bow atop the back brim. Elastic ribbon head band for a snug fit.

Copper Tile, Navy, Brown, Black.

33-119 Fits head sizes

21¾ to 22¼ ins.



"Off-the-Face" Sailor with Veil

|89

Wool Felt "Sailor" with "Off-the-Face" brim narrowing at back. Cluster of grosgrain ribbon at the front. Full veil.

Paddy Green, Rust, Navy,

Brown, Black.

33-120 Head size 22 ins.

33-220 Head size 23 ins.

THREE OF
*Fashion's
Favorites!*



59 Straw and Wool Felt Make a New "Doll" Hat

The fanciful line of the "Doll" hat has captured the hearts of all well-dressed women this season! This one is made from rows of Wool Felt and Pedaline Straw Braid sewn together. A wide band of grosgrain ribbon keeps it securely on the head. Carnation trimming.

Royal Blue, Red, Navy, Brown, Black.
33-121 Fits heads 21½ to 22½ inches.



75 The "Cuff Brim" Hat of Fine Wool Felt

You'll see them in all fashion centres—on smart women everywhere! The "cuff brim" turban of Wool Felt with tailored self-bow at the back, and grosgrain binding on the brim. Elastic ribbon "snood" at the back.

Lacquer Rust, Paddy Green,
Navy, Brown, Black.
33-122 Fits heads 21¾ to 22¼ inches.



50 The "Forward" Sweep in New Turban Style

An accent to feminine charm, and a perfect hat for any costume! New turban style featuring the forward sweep in the crown. Made from Pedaline Braid, deftly trimmed with contrasting satin ribbon and gardenia on the crown. Chenille-dotted nose veil.

Royal Blue, Red, Brown, Navy, Black.
33-123 Head size 22 inches.



98 "Off-the-Face" Hat with Chic Nose Veil

Always in good fashion . . . correct to wear for any occasion! Off-the-face Taffeta with sectional crown and stitched brim. Tailored self-bow across the back. Two dainty brilliant ornaments hold a flowing Chenille-dotted nose veil in place. A becoming style!

Colors: Navy, Brown, Black.
33-124 Fits heads 21¾ to 22 inches.

Cleverly CASUAL FELTS

Classic STRAWS OR TURBANS



85 Tapered Crown . . . Broad Brim with a Very Tailored Air

There's a new "dash" in this wide-brimmed hat of Wool Felt—it's different! Crown is deep at the back and tapered at front. Cleverly trimmed with a wide band and bow of grosgrain ribbon, caught in the front by a loop of felt.

Colors: Lacquer Rust, Navy, Brown, Black.
33-129 Head size 22 inches.

79

The New "Derby" Brim in Pedaline Braid or Felt

A clever hat style in Crystal Pedaline Braid with the new "derby brim" piped in contrast. Crown is edged with grosgrain ribbon. The flattering veil comes at back of neckline.

French Beige, Lacquer Rust, Navy, Brown, Black.
33-130 Head size 22 inches.
33-230 Head size 23 inches.
33-156 Same style in Wool Felt. Head size 22 inches.
33-256 Same style in Wool Felt. Head size 23 inches.

85

Dressy Sailor

C The completely modern sailor style in fine Pedaline Braid designed with a new tapered crown and smartly dipped brim. Trimmed with grosgrain ribbon bow and flower bouquet at front. A flange of veiling on the brim adds a softly flattering line. Wear it with your Spring costume or Summer frocks.

Beige, Royal Blue,
Brown, Navy, Black.
33-127 Head size 22 ins.
33-227 Head size 23 ins.

19

Draped Turban

D No matter what counts most with you—smart style, good quality or low price, you'll find it in this hand-draped turban of glamorous Cellophane Straw. Large pin ornament in the front for trimming. Soft Chenille-dotted nose veil. Wear it off the face as illustrated—it's very flattering!

Almond Green, Red, Brown,
Copen Blue, Navy, Black.
33-128 Fits head size
21¾ to 22 inches.

69

Wool Felt Sport Style

A There's a jaunty air about this hat that you'll like as soon as you put it on! Wool Felt made with a telescope crown and a brim that snaps down smartly in front. Grosgrain ribbon band and small bow. Novel feather mount at the front adds a very attractive bit of trimming.

French Beige, Copper Tile,
Navy, Toast Brown, Black.
33-125 Head size 22 ins.
33-225 Head size 22½ ins.

98

High Crown Derby Brim

B Very dashing and different with its pert high crown and saucy derby brim turned up all around. New sport hat of good-quality Wool Felt with grosgrain ribbon band and bow at the side. A novel feather mount completes the trimming. Wear it with your new Spring outfit or sports clothes.

Rust, Paddy Green,
Navy, Brown, Black.
33-126 Head size 22 ins.



Upturned Brim with Laced Edge

A very "young-looking" style in Wool Felt with chic pointed crown topped by a long silky tassel, and high brim edge laced with ribonzine. One of the "prize" fashions of this season!

Toast Brown, Royal Blue,
Red, Navy, Black.

33-131 Fits heads 21¾ to 22 inches.



Visca Straw Turban with a "Halo" Brim

This fascinating turban style is of fine Visca Straw Cloth, beautifully draped in a narrow "halo" brim caught with novel ornament. Well-shaped sectional crown. Bordered veil.

Royal Blue, Sand, White,
Brown, Navy, Black.

33-132 Fits heads 21¾ to 22¼ inches.

Designed With YOUTHFULNESS AND CHARM

*Top off Your Ensemble
With a Joyous Felt*



Tailored Design with Draped Crown

Wool Felt with self strap laced through the smartly draped crown. Grosgrain ribbon band and colorful feather mount at front.

Copper Tile, Paddy Green,
Navy, Brown, Black.

33-133 Head size 22 inches.
33-233 Head size 22½ inches.
33-333 Head size 23 inches.

69

Tapered Crown Smartly Veiled

Crisp veiling is used for a flattering bow and flange on this Wool Felt hat. Grosgrain band. Copper Tile, Navy, Brown, Black.

33-134 Head size 22 inches.
33-234 Head size 23 inches.

85

"Shako" Style

79

The dashing "Shako" hat in fine Pedaline Braid. The high crown is trimmed with colored plush flowers in contrast. Has a grosgrain ribbon chin strap which may be easily removed if desired. Wear it at a very jaunty angle well down on one side.

Lacquer Rust,
Royal Blue, Navy,
Toast Brown, Black.
33-135 Fits head sizes
21½ to 22 inches.



Smartly Veiled

49

Wear an off-the-face hat this Spring—they're flattering and ever so comfortable! This one is of fancy Hemp Braid with a tailored two-color grosgrain bow at the front. Soft bordered veil comes just below the eyes. Grosgrain band and bow at back. Tapered crown.

Grey, Copen Blue,
Toast Brown,
Navy, Black.
33-136 Fits head sizes
21¾ to 22 inches.



Straw Sailor

59

Completely modern sailor of Pedaline Braid with the popular high tapered crown and youthful droop brim. Applique flowers in blending shades trim the front. Grosgrain ribbon band and short streamers at back.

Lacquer Rust,
Beige, Navy, Black.
33-139 Head size 22 ins.

Tricorn Turban

45

Be well dressed in a tricorn! Sectional crown of lustrous Bengaline Silk! Draped brim and large bow of crisp Cellophane Straw. Dainty colored flowers trim the sides, and a crisp nose veil completes the chic trimming.

Navy, Brown, Black.
33-140 Head size 22 ins.
33-240 Head size 23 ins.



Youthful "Rambler" with Chic Snap Brim

69

There's a new lilt . . . a new swing that's caught in the rhythm of the brim . . . the smartness of detail! Girlish rambler style of Wool Felt that can change it's character by a "snap" of the brim. Wear it up or down and have two hats. Grosgrain ribbon band and short streamers.

Copper Tile, Royal Blue,
Toast Brown, Navy, Black.
33-137 Fits head sizes 21¾ to 22 inches.
33-237 Fits head sizes 22½ to 22¾ inches.



"Vagabond" Style with Stitched Brim

98¢

It has such a "swagger" air about it—and is so comfortable to wear! Just put it on at any angle—brim snapped down or turned up. The "Vagabond" hat of Wool Felt with grosgrain ribbon band and bow. Novel feather-stitched brim and blending feather mount at the side.

Paddy Green, Rust,
Navy, Red, Brown, Black.
33-138 Head size 21½ inches.
33-238 Head size 22 inches.

New Laced Crown For Smart Detail

59

Casualy tailored—a gay, spirited style that is always new! Wool Felt with a convertible brim that may be worn either up or down. The smartly creased crown is laced at one side with felt. Grosgrain band and bow. Badger mount.

Copper Tile, Royal Blue,
Red, Navy, Brown, Black.
33-141 Head size 21½ inches.
33-241 Head size 22 inches.
33-341 Head size 22½ inches.



STRIKINGLY NEW...and Very Flattering

65 Draped Turban

The correct hat for all occasions! Of Pedaline Braid cleverly draped in a high turban style. Trimmed with applique plush flowers across the front. Soft bordered veil that falls just below the chin. A dressy style!

Navy, Brown, Black.
33-142 Head size 22 inches.
33-242 Head size 23 inches.

49 Lacy Hemp Braid with Satin Trim

Cleverly blocked lacy Hemp Braid trimmed with satin ribbon and colored wreath. Crisp veiling flange and bow.

Brown, Navy, Grey, Black.
33-143 Head size 22 inches.
33-243 Head size 23 inches.

75 Smart Wool Felt with Grosgrain

Distinctive Wool Felt with draped grosgrain ribbon band pleated at side. Novel brilliant ornament at the front.

Purple, Navy, Brown, Black.
33-144 Head size 22 inches.
33-244 Head size 23 inches.

79 Watteau Style in Neora Braid

Lustrous Neora Braid with plush flowers and satin ribbon trim. Watteau-shaped brim. Nose veil ties in bow at back.

Colors: Navy, Brown, Black.
33-145 Head size 22 inches.
33-245 Head size 23 inches.

49 Droop-Brim Sailor Hat

You'll like the flattering lines of this new sailor style with its charming droop-brim. Of wide Pedaline Braid trimmed with a cluster of contrasting flowers at the front and a band of two-tone grosgrain ribbon. The softly flowing veil has an embroidered edge that is very smart.

Brown, Navy, Black.
33-146 Head size 22½ inches.

59 Draped Tricorn

A hat that adds a "dress-up" touch to any costume! Smartly made from wide semi-transparent Pedaline Braid, and draped in tricorn effect. Two plush flowers on the large satin ribbon bow at the back for effective trimming. Very flattering bordered veil falls softly over the face.

Navy, Brown, Black.
33-147 Head size 22 ins.
33-247 Head size 23 ins.

79 Cleverly Styled

Here you have that tailored yet very feminine look, so important this season! A new style in fine Pedaline Braid with deftly rolled brim. The crisp veiling is caught by two brilliant pins at the front, and ties in a large perky bow at the back.

Royal Blue, Brown, Navy, Black.
33-148 Head size 22½ inches.

29 Tricorn Turban

A hat to wear for Spring and all Summer, too! Tricorn turban of Cellophane Straw Cloth with large self-bow on the side. Contrasting flower. A shape that is becoming to all ages—and is reasonably priced to suit all budgets!

Sand, Grey, Brown, Brown, Black.
33-149 Head size 22 ins.
33-249 Head size 23 ins.



Ever-Popular for SPORTS or GENERAL WEAR

49¢ Basque Beret of Pure Wool

A Basque Beret of Pure Wool. Has a showerproof finish, and you can fold it up and put it in your pocket—it won't crush! Always popular with girls and boys, too!

Beige, Red, Navy, White, Brown, Copen Blue, Paddy Green, Black.
33-150 Fits head sizes 20½ to 21½ inches.
33-250 Fits head sizes 21¾ to 22½ inches.

29 Vagabond for Girls

This style is popular and practical for girls of all ages. The "Vagabond" hat of Wool Felt. Brim may be worn turned-up all around or snapped down in front. Has a grosgrain ribbon band and bow. Fancy feather mount. Good value.

Colors: French Beige, Red, Copen Blue, Navy, Brown.
33-154 Head size 20½ inches.
33-254 Head size 21½ inches.

Favorites of the "YOUNGER SET"



49 The Casual "Snap Brim"

A youthful edition of New York's most popular casual hat. Of good-quality Wool Felt with grosgrain ribbon band and bow. The brim may be worn either turned up all around or snapped down in front. Novel feather mount at side.

Practical colors: Red, Navy, Brown, French Beige, Black.
33-155 Head size 21 inches.
33-255 Head size 21½ inches.



29¢ Suedine Cloth in Calot Style

Definitely the kind of hat to wear for school or play—and priced surprisingly low for such quality! Youthful Calot style of fine Suedine Cloth. Made in sections with peak at top, and an elastic head band.

Red, Navy, Royal Blue, Brown, Paddy Green, Black.
33-151 Fits head sizes 21 to 21½ inches.



59¢ Glengarry Scottie Tam

What could be smarter with her pleated skirt or Spring coat than this Glengarry style Scottie tam! Made from good-quality Wool Felt with plaid binding and grosgrain ribbon streamers at the back. Bright quill mount at side. Good value!

Red, Navy, Brown, Paddy Green.
33-152 Head size 21 inches.
33-252 Head size 21½ inches.



45¢ Misses' Calot of Wool Felt

For rough-and-tumble wear all year 'round, there's nothing better than a calot! This one is of serviceable All-Wool Felt and has a perky self-tuft on the top. Comes in six practical colors. Just the thing to wear for school! Very low priced!

Colors: Paddy Green, Red, Royal Blue, Brown, Navy, Black.
33-153 Fits heads 21½ to 22 ins.



A
SIMPSON SPECIAL
14.95

Kingswood
Courttauld's
QUALITY CONTROL
MADE IN KINGSILKS

B

12.95

Kingswood
Courttauld's
QUALITY CONTROL
MADE IN KINGSILKS



C

9.95

Kingswood
Courttauld's
QUALITY CONTROL
MADE IN KINGSILKS

D

10.95

RAVENNA

Wardrobe Suit

A Three-piece ensemble of All-Wool Monotone. The coat, about 42 inches long, features new padded shoulders, slash pockets and wide sleeves with turn-back cuffs. Single-breasted suit jacket with link button fastening and three pockets. Tailored skirt has side pleats and zipper placket. Top coat and jacket lined with guaranteed 2-season Courttauld's Quality Control "Kingswood" Rayon lining. Sizes 14, 16, 18, 20, 40, 42. Waist 27, 28, 29, 30, 32, 34. Skirt length 28, 29, 29, 30, 31, 31. 19-185 Grey Mixture. 19-186 Dark Sand. 19-187 Navy Blue. Postpaid **14.95**

Box-Back Swagger

B Two-piece All-Wool Fancy Herringbone Tweed suit in popular Box-back Swagger fashion. 40-Inch coat has slot seams down centre back. 4-patch pockets. Small stand-up collar. Built-up padded shoulders are cleverly pleated. Tailored skirt has pleat in front and neat zipper placket. Coat fully lined with guaranteed 2-season Courttauld's Quality Control "Kingswood" Rayon lining. Sizes 14, 16, 18, 20. Waist 27, 28, 29, 30. Skirt length 28, 29, 29, 30. 19-170 Golden Sand. 19-171 Blue. Both with colored flecks. Postpaid **12.95**

Menswear Tweed

C All-Wool Fancy Menswear Tweed tailored suit. Link button fastening. Three set-in welted pockets. Padded shoulders and tailored sleeves. Skirt has slashed sides and zipper placket. Jacket lined with guaranteed 2-season Courttauld's Quality Control "Kingswood" Rayon lining. Sizes 14, 16, 18, 20. Waist 27, 28, 29, 30. Skirt length 28, 29, 29, 30. 19-175 Light Brown. 19-176 Grey Mixture. Postpaid **9.95**

Chic Bolero Jacket

F The lady on the right proudly wears one of Fashion's newest rages—a luxurious bolero of rich glossy fur. Styled of Sable Dyed Opossum with wide three-quarter length sleeves. Ornamental buckle fastens the close-fitting neck. Jacket about 18 inches long—cut good and full. Guaranteed 2-season Celanese "Connaught" Satin lining and interlined. She wears it over her suit, her dark frocks, her Spring coat and has discovered it makes a perfect evening wrap. Value supreme at this very moderate price. Sizes 14, 16, 18, 20. 19-121 Black. Postpaid **19.95**

Flannel Sport Suit

D A grand little knock-about suit for sports or general wear. Fashioned of All-Wool Menswear Flannel with 4-patch pockets boasting pleats. Link button fastening. Action back has yoke and centre pleat. Tailored skirt with pleat and zipper placket. Jacket lined with guaranteed 2-season Celanese "Ravenna" lining. Sizes 14, 16, 18, 20. Waist 27, 28, 29, 30. Skirt length 28, 29, 29, 30. 19-180 Light Grey. Postpaid **10.95**

3-Pc. Cape Suit

E Of All-Wool Monotone. Collarless cape with tuxedo fronts and two fancy buttons. Built-up padded shoulders deftly pleated. Cape about 37 inches long. Belted jacket buttons up to the neck. 4 Inset pockets. Padded shoulders. Tailored skirt with pleat in front and zipper placket. Cape and jacket fully lined with 2-season Celanese "Ravenna" lining. Sizes 14, 16, 18, 20. 19-190 Gold. Postpaid 19-191 Dusk Blue. } **16.95** 19-192 Rust. } Cape sold separately. 19-195 Gold. Postpaid 19-196 Dusk Blue. } **7.95** 19-197 Rust. }



E
16.95

NEW THEME FOR Spring

CAPE SUITS..TAILLEURS.. 3-Piece WARDROBE SUITS and LUXURIOUS FUR BOLEROS

CAPE ONLY 7.95

F
BOLERO JACKET 19.95



Boxy SWAGGERS JAUNTY Toppers Brisk REEFERS

All-Wool Diagonal Tweed

(A) This "Hollywood Tie" coat sports quite a swanky air with its belt looped casually at the front. Notched collar and wide lapels with pin ornament, 4-button front, 2 slash pockets and 4-gored back with flared skirt. Built-up padded shoulders. Guaranteed 2-season Courtauld's Quality Control "Kingsway" Rayon lining.

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-355 Beige-with-Brown fleck. 11.95
19-356 Grey-with-Black fleck.

All-Wool Monotone

(B) For travel, for town, for country—you'll find this All-Wool Monotone coat will answer your problem. Collar cleverly stitched and 8-button double-breasted front. Breast pockets trimmed with stitching. Built-up padded shoulders and smart Suede belt. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining.

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-350 Rust. }
19-351 Dusk Blue. } Post
19-352 Dark Sand. } Paid... 8.95

All-Wool Bouclé Crepe

(C) This perfectly grand style of a coat will see you well-dressed through the whole season. Fashioned from All-Wool Bouclé Crepe with sporty notched lapels. 3-Button front. Breast pockets. All-around buckled belt. Pleated shoulders. Inside pocket and ties. Guaranteed 2-season Courtauld's Quality Control "Kingsway" Rayon lining.

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-345 Grey. }
19-346 Fawn. } Post
19-347 Skipper Blue. } Paid... 9.95

A Worthy Simpson Special

(D) Quality... style and value represented in this Simpson Special coat! Fashioned of All-Wool Shetland Herringbone Tweed with notched collar and high wide lapels. 5-Button front. 4-Set-in pockets. Suede belt. Popular built-up padded shoulders. Inside ties to effect a smooth unwrinkled fit. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. Choice of two of this season's leading colors.

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-340 Blue. } Post
19-341 Brown. } Paid... 8.95

Box-Back Swagger

(E) Universally popular—the Box-back Swagger coat. Fashioned of All-Wool "Shag" Fleece with 3-button front and two slash pockets. Built-up padded shoulders for the broad-shoulder air. Wide sleeves. Coat about 43 inches long. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. Comes in two of the very newest shades for Spring and Summer. Excellent value.

Sizes... 14, 16, 18, 20.
Length 42, 43, 43, 44.

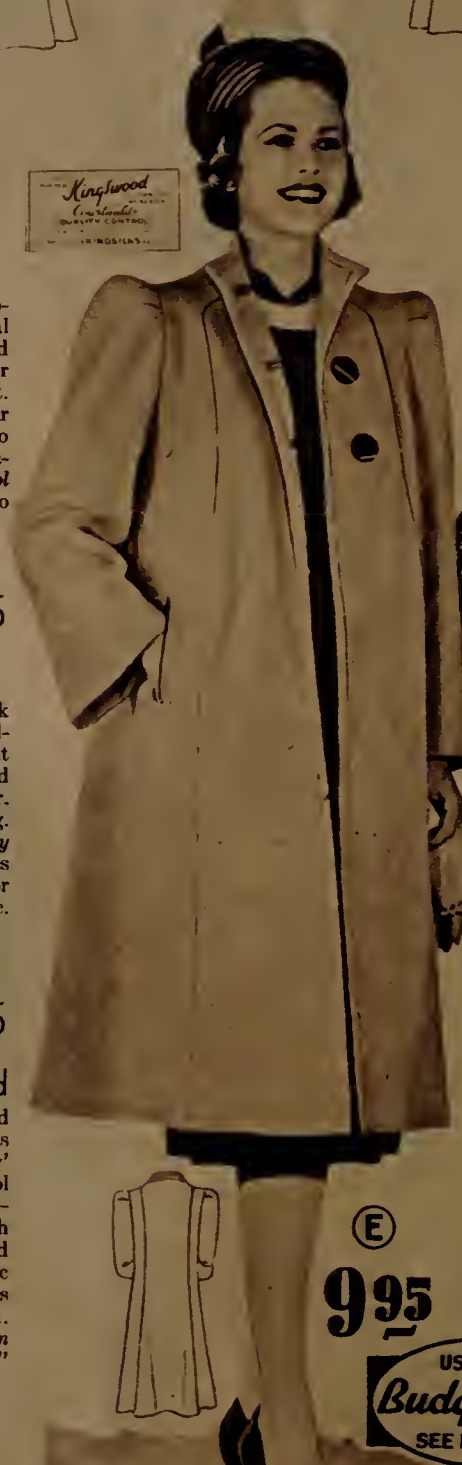
19-360 Teal Blue. }
19-361 Honeytone (beige). } Postpaid... 9.95

Imported Herringbone Tweed

(F) Everything about this sport-minded Box-back Swagger coat proclaims it tops with Miss "Teen and Twenty" alike. First—the material... All-Wool Imported Herringbone Tweed. Second—the style details... Flared collar with fancy buckle fastening, slash pockets and breast-pockets with fancy chiffon hankie floating casually out. Built up shoulders for that high, wide and handsome look. Turn-back cuffs. Guaranteed 2-season Courtauld's Quality Control "Kingsway" Rayon lining.

Sizes... 14, 16, 18, 20.
Length 42, 43, 43, 44.

19-365 Beige-and-Brown. }
19-366 Grey-and-Black. } Postpaid... 13.95



USE THE
Budget Club
SEE PAGE 210



A



Palermo Lining

10.95



B



Clarrisa Lining

10.95



C



Palermo Lining

11.95



E

15.95

Front Pleats Give "Flare"

A Fine All-Wool Crepe Cloth coat, belted all around, and made with four-button front. Fancy collar with stitching. Fronts trimmed with two pleats and raised seaming. Simulated breast pockets. Wide sleeves with slot pleats. *Guaranteed 2-season Celanese "Palermo" lining.*

Sizes . . 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-370 Skipper Blue.
19-371 Light Green.
19-372 Rust.

Postpaid 10.95

All-Wool Check Tweed

B Sporty coat of soft All-Wool Check Tweed, in four-button double-breasted style with notched collar and wide lapels. Two flap pockets and suede belt. Bloused front and back—shoulders built-up and padded. Two popular colors. *Guaranteed 2-season Celanese "Clarrisa" lining.*

Sizes . . 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-375 Black-and-Grey.
19-376 Brown-and-Beige.

Postpaid 10.95

The "Dirndl" Coat Style

C Very new and definitely a "style hit"! The "dirndl" coat of fine All-Wool Crepe Cloth with Lastex at waist, and novel "Hollywood Tie". Breast pockets. Built-up padded shoulders. Sleeves pleated at shoulders and have turn-back cuffs. Inside pocket and ties for a smooth fit. *Guaranteed 2-season Celanese "Palermo" lining.*

Sizes . . 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-380 Teal Blue.
19-381 Rust.

Postpaid 11.95

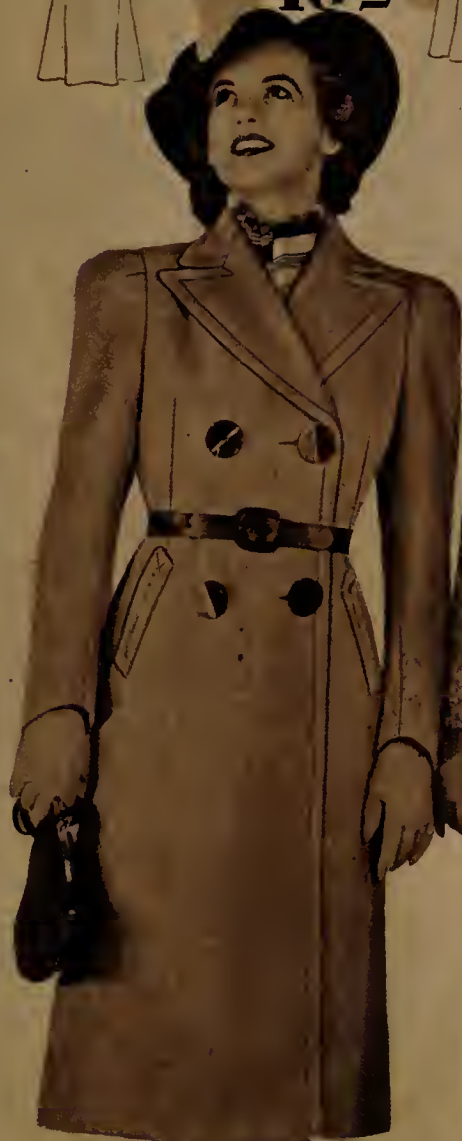
Tailored "Shag Fleece"

D All-Wool "Shag Fleece" double-breasted coat with four large buttons. Notched collar and wide lapels. Two slash pockets. Suede belt. Built-up padded shoulders. Inside ties. A practical coat for general wear. *Guaranteed 2-season Court-auld's Quality Control "Kingswood" Rayon lining.*

Sizes . . 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-390 Honeytone (Beige).
19-391 Camel.
19-392 Dusk Blue.

Postpaid 9.95

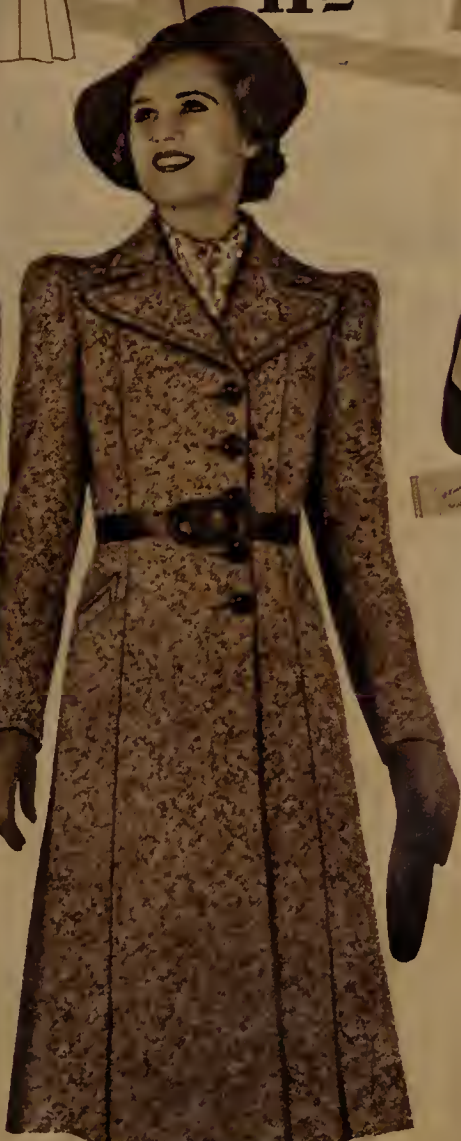


D



Kingswood

9.95



F



Kingswood

12.95

Tucks for Trimming

E On New York's Fifth Avenue and in fashion centres everywhere you'll see styles like this! Fine All-Wool Herringbone Twist with trimming of fine tucking on the full sleeves and youthful turn-down collar. Nine buttons and piped buttonholes down the trimly tailored front. Simulated leather belt with buckle. Built-up padded and pleated shoulders. Handy inside pocket. *Guaranteed 2-season Celanese "Ravenna" lining. This coat is Mothguard treated and guaranteed against moth damage for a period of two years. See Page 211. Three of the newest shades.*

Sizes . . 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-385 Oatmeal (Sand).
19-386 Grey.
19-387 Queen's Blue (light).

Postpaid 15.95

All-Wool Donegal Tweed

F The "general purpose" coat—for serviceable wear day-in and day-out, in all kinds of weather! Made from Imported All-Wool Donegal Tweed in trimly tailored style with flattering notched collar and high wide lapels. Five-button front. Four sporty slash pockets. Two pleats in front give a smart flare to the skirt. Built-up padded shoulders with pleats. All-around suede belt, with buckle. *Guaranteed 2-season Court-auld's Quality Control "Kingsway" Rayon lining. Value supreme here.*

Sizes . . 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-395 Grey (colored flecks).
19-396 Brown (colored flecks).

Postpaid 12.95

UTILITY COATS

A necessity in every young modern's wardrobe. Swanky polo style Utility and Raincoat in choice of three materials. Wide lapels, convertible collar and 6-button double-breasted front. Two slash pockets. Raglan shoulders. All-around buckled belt and strap cuffs. Windproof and rainproof. Cut good and full. Popular colors. All moderately priced.

Double-Texture Swavel Suede

(A) With Cotton Plaid back guaranteed not to crack or peel. Excellent value. Sizes 14, 16, 18, 20, 40, 42, 44. 19-104 Brown. 19-105 Blue. Postpaid..... 4.95

Rubberized Plaid Cotton Tweed

(B) In above style. Sizes 14, 16, 18, 20. 19-101 Blue. 19-102 Brown. 19-103 Grey. Postpaid..... 3.95

Double-Texture Herringbone Tweed

(C) Rubberized Cotton Tweed with plaid back. Sizes 14, 16, 18, 20, 40, 42, 44. 19-106 Grey. 19-107 Brown. Postpaid..... 5.95

USE THE
Budget Club
SEE PAGE 210

Donegal Tweed Expertly Tailored

(D) Sport-minded coats are "tops" for Spring and Summer especially when tailored from good-looking Donegal Tweed. Notched collar and wide lapels with 6-button double-breasted front. An unusually smart style touch in the black Velveteen that finishes the collar, breast-pocket and two flap pockets. Half-belt across the back. Guaranteed 2-season Court-aud's Quality Control "Kingswood" Rayon lining. Sizes... 13, 14, 15, 16, Length 43, 44, 44, 45, Sizes... 17, 18, 19, 20, Length 45, 46, 46, 46. 19-210 Grey (with colored flecks). Postpaid..... 8.95

Misses' Two-Piece Tailored Suit

(E) Fashioned of All-Wool Pencil stripe with notched collar and wide lapels. Link button fastening. Set-in pockets. Tailored skirt has side pleats, and zipper placket. Body unlined with all seams neatly finished. Neck yoke lining of Rayon Crepe. Sizes..... 14, 16, 18, 20. Waist..... 27, 28, 29, 30. Skirt length 28, 29, 29, 30. 19-215 Grey. 19-216 Navy. } 5.95

Fine Check Frosty Tweed

(F) A style success for Junior Misses. All-Wool Fine Check Frosty Tweed tailored coat. 6-Button double-breasted front with Velveteen collar and wide lapels. Two pockets. Half-belt across the back trimmed with two buttons. Fully lined with guaranteed 2-season Celanese "Palermo" lining. Real value at the price. Sizes... 13, 15, 17, 19. Length 43, 44, 45, 46. 19-220 Blue. 19-221 Rust. 19-222 Gold. } 8.95

Your Choice
7.95

RAIN PROOF
SWAVEL

(A)
4.95

(B)
3.95

(C)
5.95

All-Wool Tweed Coat

Designed with a flair that Junior Misses adore! Deftly tailored coat of All-Wool Tweed with cotton fleckings. Collar and wide lapels are stitched and button-trimmed. 4-Button front closing. All-around buckled belt. Guaranteed 2-season Court-aud's Quality Control "Kingswood" Rayon lining. One of our very best values. This Season's popular colors. Sizes... 13, 15, 17, 19. Length 43, 44, 45, 46. 19-205 Skipper Blue. 19-206 Light Brown. Post Paid. 7.95

Belted All-Wool Crepe

Jauntily youthful coat for fashion-wise Misses. Styled of All-Wool Crepe and featuring the 4-button centre front fastening. Expertly tailored notched collar with wide lapels. Two slash pockets. Self-belt buckles trimly 'round the waist. Guaranteed 2-season Court-aud's Quality Control "Kingswood" Rayon lining. Sizes... 14, 16, 18, 20. Length 44, 45, 46, 46. 19-200 Regatta Blue. 19-201 Green. 19-202 Grey. Post Paid. 7.95

9.95

Trench Coat

A real high-grade Utility coat for Misses. Of fine quality English Cotton Gabardine Cravenette proofed. Separate rubberized plaid lining. Epaulets on shoulders. Gun patch. All-around belt. Real Leather buttons and buckle. Storm straps on sleeves. Windproof and rainproof. Sizes 14, 16, 18, 20. 19-108 Aviation Blue. 19-109 Fawn. 19-110 Navy Blue. Post Paid... 9.95

(D)
8.95

(E)
5.95

(F)
8.95

Kingswood
Court-aud's Quality Control
"Kingswood" Rayon Lining

Palermo
Lining

Bouclé Topper

(A) Junior Misses' "boxy" Topper of All-Wool Bouclé made with two-button front closing, stand-up stitched collar and Chiffon scarf. Built-up shoulders, simulated breast pockets with stitching, and wide sleeves with pleat. Two pleats down box back. Slab pockets. 2-Season Courtauld's Quality Control "Kingsway" Rayon lining.

Sizes... 13, 15, 17, 19.
Length 39, 40, 41, 42.

19-240 Green.
19-241 Blue.
19-242 Wheat Gold.
Post
Paid..... 10.95

4-Pocket Topper

(B) Box-back swagger style for the Junior Miss! All-Wool Frosty Tweed made with casual three-button front and four patch pockets. Notched collar and wide lapels. Built-up padded shoulders and raised seaming down the back. Guaranteed 2-season Celanese "Palermo" lining. Seasonable colors. Wonderful value at this very low price!

Sizes... 13, 15, 17, 19.
Length 39, 40, 41, 42.

19-250 Gold.
19-251 Rose.
19-252 Skipper Blue.
Post
Paid..... 8.95

Pencil Stripe

(C) Extra special value! Junior Misses' All-Wool Pencil Stripe Topper coat with Chiffon scarf. Wide pointed lapels and two slash pockets. Built-up padded shoulders and new wide sleeves. Wide slot pleat down back. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. Two-button front.

Sizes 13, 15, 17, 19.
Length about 36 inches.

19-245 Blue.
19-246 Rose.
19-247 Gold.
Post
Paid..... 7.95

Bloused Back

(D) Clean-cut... chic... comfortable! A style that has a way of flattering everyone. All-Wool Frosty Tweed in the popular four-button double-breasted style with bloused back. Pleated at waist with swing skirt. Two sporty slash pockets. Inside ties. All-around buckled belt. Guaranteed 2-season Celanese "Palermo" lining.

Sizes... 13, 15, 17, 19.
Length 43, 44, 45, 46.

19-235 Rose.
19-236 Skipper Blue.
19-237 Light Brown.
Post
Paid..... 9.95

Stitched Collar

(E) As trim and neat as any style you'll find! Junior Misses' coat of All-Wool Monotone with four-button front. Notched collar and wide lapels trimmed with stitching. Two breast pockets and Chiffon hankie. Built-up padded shoulders. All-around buckled belt. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining.

Sizes... 13, 15, 17, 19.
Length 43, 44, 45, 46.

19-230 Dusk Blue.
19-231 Rust.
19-232 Grey.
Post
Paid..... 8.95

The Coachman

(F) A brand new reefer style with ten-button double-breasted front. Of fine All-Wool Crepe, fitted at the waist with flared skirt. Two pockets and high wide lapels trimmed with stitching. Inside ties. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. A coat that can go anywhere—anytime! Moderately priced.

Sizes... 13, 15, 17, 19.
Length 43, 44, 45, 46.

19-225 Grey.
19-226 Skipper Blue.
19-227 Rust.
Post
Paid..... 9.95



Simpson Special

You can be smartly turned out and still keep your budget balanced if you choose this coat—it's a "Simpson Special", and that means real value for your money! All-Wool Monotone with four-button double-breasted front. Fancy notched collar and two slash pockets trimmed with stitching. All-around buckled belt. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. Regular 8.95 value! Place your order early.

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-255 Dusk Blue.
19-256 Grey.
19-257 Dark Sand.
Post
Paid..... 6.95



Trimly Styled

All-Wool Bouclé

Be well turned out in this coat of All-Wool Bouclé. Stitched collar and lapels with collar buttoning up close at neck. All-around buckled belt holds you trimly in at the slightly fitted waist and emphasizes the flared skirt. Padded shoulders. Inside pocket and ties. *Guaranteed 2-season Celanese "Palermo" lining.*

Sizes . . 34, 36, 38, 40, 42, 44.
Length 45, 46, 46, 47, 47.

19-400 Skipper Blue.
19-401 Black.

Postpaid..... 12.95

12.95

Palermo
Lining



Kingsway
Quality Control

10.95

14.95

All-Wool Tweed

All-Wool Tweed coat in English slip-on style. 4-Button double-breasted front. Wide welt seams. Vent in back. *Guaranteed 2-season Courtauld's Quality Control "Kingsway" Rayon lining.*

Sizes . . 14, 16, 18, 20, 40, 42.
Length 42, 43, 43, 44, 44, 44.

19-405 Tan, Brown-and-Rust.
19-406 Grey, Black-and-Blue.

Post Paid..... 10.95

English Wool Tweed

Imported English Wool Tweed Box-back coat with two pleats in skirt back. 4-Button convertible tuxedo front. *Guaranteed 2-season "Kingsway" Rayon lining.*

Sizes . . 14, 16, 18, 20, 40, 42.
Length 42, 43, 43, 44, 44, 44.

19-410 Grey-and-Black mixture.
19-411 Beige-and-Brown.

Post Paid..... 14.95



2-PIECE
SWAGGER
SUIT

9.95

14.95

8.95

All-Wool Flecked Tweed

Swagger suit. Unlined box coat. Raised seams down fronts. Two slot seams down back. Skirt with kick pleat. Coat about 44 ins. long.

Sizes 14, 16, 18, 20, 40, 42.
Waist 27, 28, 29, 30, 32, 34.

Skirt length 28, 29, 29, 30, 31, 31.

19-415 Skipper Blue. } Postpaid,
19-416 Dark Sand. } 9.95
19-417 Medium Grey. }

Imported English Tweed

Imported English Wool Tweed coat. Fancy scalloped collar trimmed with stitching. Built-up padded shoulders. 3-Button front fitted at waist with full skirt. Two slash pockets. Inside ties. *2-Season Celanese "Ravenna" lining.*

Sizes . . 34, 36, 38, 40, 42, 44.
Length 45, 46, 46, 47, 47, 47.

19-420 Grey-and-Black mixture.

19-421 Beige-and-Brown.

Post Paid..... 14.95

All-Wool Monotone

One of our best coat values. Fancy notched collar and wide lapels trimmed with stitching. 3-Button front. Inside pocket and ties. Fitted at waist with full skirt. Buckled belt. *Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining.*

Sizes . . 34, 36, 38, 40, 42, 44.
Length 45, 46, 46, 47, 47, 47.

19-425 Dusk Blue. } Postpaid,
19-426 Dark Sand. } 8.95
19-427 Medium Grey. }

FULL-FURRED
Canadian Fox
Scarf

19.95

Full Furred Canadian Fox

Canadian Fox scarf, full-furred large animal style with long bushy tail and paws. Spring clasp at head. Ball and chain fastener. Moderately priced. *Postpaid,*

19-122 Isabella Brown. } 19.95
19-123 Black. }
19-124 Natural Red. }

European Fox Scarf

In animal style with Spring clasp at head and chain fastener.

19-125 Rich Brown. } 12.95
19-126 Natural Red. }

30 x BUY SIMPSON'S QUALITY



Marvelous Value

All-Wool Crepe

Dressy All-Wool Crepe coat with collar trimmed with small loops. Three-button front. Fitted at waist with full skirt. Sleeves have elbow fullness and are finished with tucks above the cuffs. Inside pocket and ties. Guaranteed 2-season Celanese "Palermo" lining.

Sizes . 34, 36, 38,
Length 45, 46, 46,

Sizes . 40, 42, 44,
Length 47, 47, 47.

19-440 Skipper Blue.

19-441 Grey.

19-442 Black.

Postpaid..... 9.95

995



EXCLUSIVE
MOTHGUARD
FEATURE



SEE PAGE
211

1395

1595

All-Wool Bouclé Coat

Box-back style. Corded Silk Braid trim. Two back slot seams. Built-up shoulders. Guaranteed 2-season Celanese "Ravenna" lining. Mothguard treated and is guaranteed against moth damage for two years.

Sizes . 34, 36, 38, 40, 42, 44.

Length 43, 44, 44, 45, 45.

19-430 Navy. } Post
19-431 Black. } Paid. 13.95

All-Wool Box Back

In Fancy Crepe Weave. Stitched pleats from collar to hem down fronts. Two slash pockets. Guaranteed 2-season Celanese "Ravenna" lining. Mothguard treated and is guaranteed against moth damage for two years.

Sizes . 14, 16, 18, 20, 40.

Length 42, 43, 43, 44, 44.

19-435 Navy. } Post
19-436 Black. } Paid. 15.95



495

Add a Luxurious Note
to Your New Ensemble

For that final touch of ultra smartness throw this rich looking Thibetian fur scarf over your suit, coat or frock. Made in double-furred animal style with head, paws and bushy tail. Strong spring clasp at head and chain fastener. Choice of four popular colors. Excellent value.

4.95

Postpaid.....

19-127 Brown.
19-128 Beige.
19-129 Grey.
19-130 Black.



1195

1095

1295

All-Wool Crepe

All-Wool Crepe coat with rows of stitching trimming the fancy collar and lapels. 4-Button front. Flare skirt. Inside pocket and ties. Guaranteed 2-season Celanese "Palermo" lining.

Sizes . 34, 36, 38, 40, 42, 44.
Length 45, 46, 46, 47, 47, 47.

19-445 Skipper Blue.
19-446 Grey. } Post
19-447 Black. } Paid. 11.95

All-Wool Fleece

All-Wool Fleece Polo coat. Notched collar. Wide lapels. 4-Button Double-breasted front. Two slot pleats in back. Guaranteed 2-season "Kingsway" Rayon lining.

Sizes . 14, 16, 18, 20, 40, 42, 44.
Length 44, 45, 46, 46, 47, 47, 47.

19-450 Swagger Blue.
19-451 Fawn.

Post
Paid.. 10.95

Fine All-Wool Crepe

Narrow roll shawl collar trimmed with stitching. New saddle shoulders. Inside pocket and tie. 2-Season Courtland's "Kingsway" Rayon lining.

Sizes . 34, 36, 38, 40, 42, 44.
Length 45, 46, 46, 47, 47, 47.

19-455 Navy.
19-456 Black. } Post
19-457 Grey. } Paid. 12.95

USE THE BUDGET CLUB SEE PAGE 210

★ 31

FASHIONED TO FLATTER

Those Wearing Half-Sizes
14½ to 24½



B
13⁹⁵

C
9⁹⁵

D
11⁹⁵

E
11⁹⁵

USE THE
Budget Club
SEE PAGE 210

A
8⁹⁵

FITCH
OPOSSUM
SCARF
6⁹⁵

F
14⁹⁵

Fitch-dyed Opossum Fur Scarf in two animal style. Full-furred. Spring clasp at head. Chain fastener. Length about 40 ins. exclusive of tail.

19-131 Fitch Opossum. Postpaid..... 6.95

In Genuine Russian Grey Squirrel. Length about 36 ins. exclusive of tail.

19-132 Russian Grey Squirrel. Postpaid..... 8.95



Wool Monotone Tweed

A Specially designed for the woman wearing a half-size coat. Of All-Wool Monotone Tweed with three-button front, slightly fitted at waist and full skirt. Collar and pockets trimmed with rows of stitching.

Padded shoulders for that square-effect. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. Outstanding value at this special price. Sizes... 14½, 16½, 18½, 20½, 22½, 24½. Bust... 34, 36, 38, 40, 42, 44. Length 44, 45, 45, 46, 46, 46.

19-460 Grey. }
19-461 Dark Sand. } Post
19-462 Skipper Blue. } Paid. 8.95



Wool Monotone Tweed

C Heading the 1939 Fashion Parade—the smartly casual box-back coat! All-Wool Monotone Tweed. Two slot pleats down the back. Collar and wide lapels trimmed with stitching. Three-button front.

Two slash pockets. Built-up shoulders. Full sleeves. Guaranteed 2-season Courtauld's Quality Control "Kingswood" Rayon lining. Excellent value here. Sizes... 14½, 16½, 18½, 20½, 22½, 24½. Bust... 34, 36, 38, 40, 42, 44. Length 43, 43, 43, 44, 44, 44.

19-469 Brown-and-Beige mixture. }
19-470 Blue-and-Grey. } 9.95
19-471 Grey-and-Black. }



Wool Suede Polo

E Fashioned to fit the half-size figure with distinction! Of All-Wool Suede Polo in the popular box-back style. Three-button front. Wide sleeves are darted at the shoulders. Convertible collar finished with effective stitching. Wide lapels.

Two slash pockets. Guaranteed 2-season Celanese "Palermo" lining. Sizes... 14½, 16½, 18½, 20½, 22½, 24½. Bust... 34, 36, 38, 40, 42, 44. Length 43, 43, 43, 44, 44, 44.

19-472 Swagger Blue (medium). }
19-473 Honeytone (New Beige). } Post
Paid..... 11.95



All-Wool Bouclé

B 'Style plus' in a half-size coat! Of All-Wool Bouclé featuring the new collarless neckline and fitted at waist with full flattering skirt. Built-up, pleated and padded shoulders. Inside pocket and ties.

Guaranteed 2-season Celanese "Ravenna" lining. A coat that will meet every occasion smartly. Priced for the thrifty-minded woman. Comes in two practical and popular colors.

Sizes... 14½, 16½, 18½, 20½, 22½, 24½. Bust... 34, 36, 38, 40, 42, 44. Length 44, 45, 45, 46, 46, 46.

19-463 Navy. } Post
19-464 Black. } Paid... 13.95



Of All-Wool Bouclé

D Very new—very stunning and expressly made to flatter the half-size figure. Fashioned of All-Wool Bouclé in the new box-back style featuring a clever trim of sunburst tucking on the back. Collar,

fronts and two slash pockets are bound with braid. Built-up padded shoulders trimmed with fine tucks. Guaranteed 2-season Courtauld's Quality Control "Kingsway" Rayon lining.

Sizes... 14½, 16½, 18½, 20½, 22½, 24½. Bust... 34, 36, 38, 40, 42, 44. Length 43, 43, 43, 44, 44, 44.

19-467 Black. } Post
19-468 Skipper Blue. } Paid 11.95



Imported Bouclé Tweed

F Value supreme in this fine half-size coat! Tailored of Imported English Wool Bouclé Tweed with notched collar and wide lapels. Three-button front fitted at waist. Full skirt.

Built-up padded shoulders and the new wide sleeve. Two slash pockets. Guaranteed 2-season Courtauld's Quality Control "Kingsway" Rayon lining. Sizes... 14½, 16½, 18½, 20½, 22½, 24½. Bust... 34, 36, 38, 40, 42, 44. Length 44, 45, 45, 46, 46, 46.

19-465 Grey-and-Black mixture. }
19-466 Beige-and-Brown mixture. } Post
Paid..... 14.95

QUALITY FABRICS...TRIM LINES...POPULAR STYLES

Designed to Fit Perfectly
The More Mature Figure



1495

1495

1395

1195

1195

Embroidered Collar



(A) Good looks, good taste, fine quality—you'll find them all in this dressy coat of All-Wool Suede-finished Crepe Cloth—and every line is specially designed to minimize the larger figure! Note the flattering collar with its wide revers and soutache embroidery back and front—the full sleeves trimmed with raised seaming, and padded at the shoulders to accent a slim hipline. Three large buttons at front. Fitted at waist and full in the skirt. Handy inside pocket and ties. *Guaranteed 2-season Celanese "Ravenna" lining.* A coat you can wear anywhere, and be confident that you look well dressed.

Sizes . . 39, 41, 43, 45, 47, 49, 51, 53.
Length 47, 47, 47, 48, 48, 48, 49, 49.

19-482 Navy. } *Post*
19-483 Black. } *Paid* **14.95**

Tailored Tweed

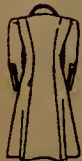


(B) Young, slender, flattering lines and a "casual" air that means you can wear it for sports, street or dressy occasions! Imported English Wool Tweed in two practical colors for Spring and Summer. Made in tailored style with three-button front, fitted waist and full skirt. The unusual notched collar has wide lapels and double edge inset with matching suede, and finished with rows of stitching. Tailored sleeves are padded at the shoulders in the modern "square" line. Two slash pockets with stitching. *Guaranteed 2-season Celanese "Ravenna" lining.* Use our convenient Budget Club Plan and buy this coat on easy terms.

Sizes . . 39, 41, 43, 45, 47, 49, 51, 53.
Length 47, 47, 47, 48, 48, 48, 49, 49.

19-484 Beige-and-Brown Mix. }
19-485 Grey-and-Black Mix. } **14.95**

Double Lapels



(C) Correctly proportioned and designed for the woman who wears a larger-than-average size. Careful attention has been given to all style details in this dressy coat of All-Wool Bouclé Crepe. The novel collar has notched over-lapels trimmed with rows of neat stitching. Six-button double-breasted front for a flattering effect. Full sleeves have wide welt cuffs trimmed with button. Shoulders padded and darted for a square line. Fitted at the waist and flared skirt. Inside pocket and ties. *Guaranteed 2-season Celanese "Ravenna" lining.* The perfect coat to wear for sports or dress, travel or shopping.

Sizes . . 39, 41, 43, 45, 47, 49.
Length 47, 47, 47, 48, 48, 48.

19-480 Black. } *Post*
19-481 Light Navy. } *Paid* . . . **13.95**

Monotone Tweed



(D) Don't envy the "size 14's" their jaunty up-to-the-minute styles—wear them yourself! This one is especially created to give you this youth and dash in your own sizes. Buy it on our easy Budget Club Plan. Made from All-Wool

Monotone Tweed, it has a flattering new collar with wide lapels enhanced by rows of stitching. Two slash pockets are also stitched for trimming. Full sleeves are darted at shoulders and split at bottom in tailored style. Casual three-button front. Slightly fitted at the waist with full skirt. Inside pocket and ties. *Guaranteed 2-season Celanese "Palermo" lining.*

Sizes . . 39, 41, 43, 45, 47, 49, 51, 53.
Length 47, 47, 47, 48, 48, 48, 49, 49.

19-476 Dark Sand. } *Post*
19-477 Grey Mix. } *Paid* . . . **11.95**

Smart Wool Crepe



(E) The very spirit of New York—its trim simplicity bespeaks Fifth Avenue in every perfect-fitting line. Designed for the woman requiring a large size, and beautifully tailored from All-Wool Crepe, this coat has style plus value!

Featuring the new double lapels, the collar is cleverly notched and trimmed with stitching. Three-button front, slightly fitted waist and full skirt. Shoulders are padded and "squared" to accentuate a trim hipline. Full sleeves have raised seaming and button-trimmed cuffs. Inside pocket and ties. *Guaranteed 2-season Celanese "Palermo" lining.* A coat that's wearable for everything.

Sizes . . 39, 41, 43, 45, 47, 49, 51, 53.
Length 47, 47, 47, 48, 48, 48, 49, 49.

19-478 Light Navy. } *Post*
19-479 Black. } *Paid* . . . **11.95**

Simpson Special



(F) A really amazing coat value—much more style and quality than you would believe possible for so little money! All-Wool Fancy Herringbone Crepe Cloth, made to give slenderizing and trim lines to the fuller figure. Stitched collar with wide revers that minimize the bust line—"squared" pleated shoulders for further flattery. Slightly fitted waist and full skirt. Sleeves are full-cut and trimmed with buttons. Inside pocket and ties. *Guaranteed 2-season Courtauld's Quality Control "Kingswood" Ray-on lining.* A popular, easy-to-wear coat that stays in style and looks well wherever you wear it. It's a real "Simpson Special".

Sizes . . 34, 36, 38, 40, 42, 44, 46, 48, 50.
Length 45, 46, 46, 47, 47, 47, 48, 48, 48.

19-474 Navy. } *Post*
19-475 Black. } *Paid* **9.95**





TESTED 100% PURE WOOL
Val-Dur
VALUE & DURABILITY

Val-Dur stands for Tested 100% Pure Wool for Value and Durability.

Val-Dex treated fabrics are water-repellent, perspiration and stain-resistant. Exclusive with Simpson's by Mail.



695

650

695

750

795

All-Wool Monotone

Trimly belted coat of All-Wool Monotone featuring the popular swing skirt with stitched tucks. Buttons up to neck with five button front. Stitched collar and breast pockets trimmed with Velvet. Durable Sateen lining. Comes in two favored colors. Excellent value.

Sizes . 10, 12, 14, 14X.
Length 33, 37, 40, 43.
19-300 Blue. } Post
19-301 Rust. } Paid.. **6.95**

Wool Monotone Tweed

Girls' Coat of All-Wool Monotone Tweed with notched collar and wide lapels, finished with rows of stitching. 6-Button double-breasted front. Stitched slash pockets. Built-up padded shoulders. Fitted back with flared skirt.

Sizes . 10, 12, 14, 14X.
Length 33, 37, 40, 43.
19-305 Lt. Blue. } Postpaid
19-306 Rust. } **6.50**
19-307 Dark Sand. }

Coat with Scarf

She'll love the colorful chiffon scarf that goes with this jaunty coat of All-Wool Monotone. Stand-up collar and lapels are trimmed with stitching. 4-Button front and all-round buckled belt. Breast pockets also finished with stitching. Durable Sateen lining.

Sizes . 10, 12, 14, 14X.
Length 33, 37, 40, 43.
19-310 Rose. } Post
19-311 Blue. } Paid. **6.95**

Wool Diagonal Cloth

Girls' coat of All-Wool "Val Dur" Diagonal Cloth—"Val Dex" treated water-repellent and stain resisting. 6-Button double-breasted front with Zipper breast pockets and two set-in pockets. 4-Gored fitted back. Patent belt. Sateen lining. Good value.

Sizes . 10, 12, 14, 14X.
Length 33, 37, 40, 43.
19-315 Skipper Blue.
19-316 Dark Sand. } **7.50**
Postpaid.....

All-Wool Herringbone Cloth

All-Wool "Val Dur" Herringbone cloth coat. "Val Dex" treated water-repellent and stain-resisting. Small collar, wide lapels. Two set-in pockets. Simulated breast pockets. Patent belt. Sateen lining.

Sizes . 10, 12, 14, 14X.
Length 33, 37, 40, 43.
19-320 Skipper Blue. } Post
19-321 Rosewood. } Paid..... **7.95**



SIMPSON SPECIAL
5.98

4.95

5.95

A Simpson Special

(A) Girls' 3-piece set of All-Wool Monotone consisting of coat, beret and purse. 8-Button double-breasted front. 4 Simulated pockets. 4-Gored princess flared back. Sateen lining. A worthy Simpson Special.

Sizes . 7, 8, 9, 10.
Length 27, 29, 31, 32.
19-325 Rust. } Post
19-326 Blue. } Paid.. **5.98**

Wool Monotone Tweed

(B) All-Wool Monotone Tweed coat 6-Button double-breasted front. Two flap pockets. Fitted back with half-belt. Sateen lining.

Sizes . 7, 8, 9, 10.
Length 27, 29, 31, 32.
19-330 Blue. } Post
19-331 Rust. } Paid.. **4.95**
19-332 Rose. }

Monotone Flared Coat

(C) Girls' All-Wool Monotone flared coat. Stitched tucks back and front. Collar and pockets piped with velvet. Sateen lining.

Sizes . 7, 8, 9, 10.
Length 27, 29, 31, 32.
19-335 Rust. } Postpaid
19-336 Blue. } **5.95**
19-337 Beaten Gold. }

Raincoat and Scottie Hat

(D) Of Rubberized Cotton Plaid. Raglan shoulders. Storm straps on sleeves. Two deep pockets.

Sizes 6, 8, 10, 12, 14.
19-111 Red Plaid. } **3.29**
Postpaid.....

Raincoat and Sou'wester

(E) Of Flannel Back Leatherette. All-around belt with metal rings.

Sizes 6, 8, 10, 12, 14.
19-112 Red. } Post
19-113 Blue. } Paid.. **3.95**
19-114 Brown. }



3.29

3.95

Tip-Top Styles in Coats and Suits

FOR MISSES...JUNIORS...AND GIRLS



Kingswood
COURTAULD'S
QUALITY CONTROL
PRODUCT OF KINGSBILLY, N.C.

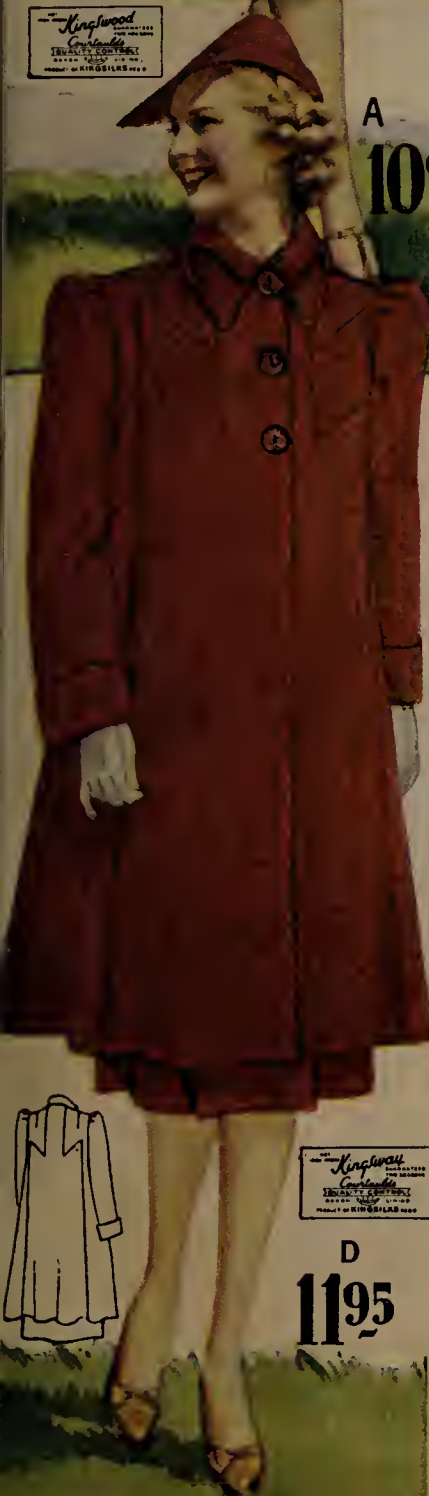
Kingswood
COURTAULD'S
QUALITY CONTROL
PRODUCT OF KINGSBILLY, N.C.

Kingswood
COURTAULD'S
QUALITY CONTROL
PRODUCT OF KINGSBILLY, N.C.

A
10.95

B
11.95

C
9.95



D
11.95

Imported Donegal Tweed

(A) All-Wool Imported Donegal Tweed coat with notched collar and wide lapels. 6-Button double-breasted front. Two set-in flap pockets and breast pocket. Built-up padded shoulders. All-round suede belt. *Guaranteed 2-Season Courtauld's Quality Control Kingsway Rayon lining.* Two popular colors.

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-265 Grey. } With colored
19-266 Brown. } flecks.
Postpaid..... 10.95

All-Wool Fleece

(B) All-Wool Fleece coat with wide stitched lapels. 4-Button front and two slash pockets. Built-up padded shoulders. Squared-off look. All-round suede belt. *Guaranteed 2-Season Courtauld's Quality Control Kingsway Rayon lining.*

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-270 Copper Clay (shown).
19-271 Honey Tone (beige).
19-272 Swagger Blue (Medium).
Postpaid..... 11.95

2-Piece Swagger Suit

(D) Misses' 2-pc. suit of All-Wool Frosty Tweed. Box-back coat with fancy double collar. Tailored skirt with two front pleats. Zipper side-closing. Coat with *guaranteed 2-Season Courtauld's Quality Control Kingsway Rayon lining.*

Sizes..... 14, 16, 18, 20.
Waist..... 27, 28, 29, 30.
Skirt length 28, 29, 29, 30.

19-260 Rose.
19-261 Dusk Blue.
Postpaid..... 11.95

Frosty Tweed Coat

(C) All-Wool Frosty Tweed coat with collar and four pockets, trimmed with contrasting Velveteen. Built-up padded shoulders. 4-Button front. *Guaranteed 2-Season Courtauld's Quality Control Kingsway Rayon lining.*

Sizes... 14, 16, 18, 20.
Length 44, 45, 46, 46.

19-275 Green-with-Black.
19-276 Rust-with-Brown.
19-277 Lt. Brown-with-Brown.
Postpaid..... 9.95

4-Piece Tweed Suit

(E) Girls' 4-piece suit of All-Wool Diagonal Monotone Tweed consisting of coat, skirt, blouse and beret. Double-breasted flared coat with notched collar and simulated pockets. Gored back. Sateen lining. Box-pleated skirt buttons onto natural shade linene blouse with zipper front.

Sizes..... 7, 8, 9, 10.
Coat length 27, 29, 31, 32.

19-290 Light Blue. } Postpaid
19-291 Rose. } 7.95

Princess Elizabeth

(F) How proud she'll be to wear this smart little Princess coat. Of All-Wool in herringbone pattern. Rich Velveteen trims wide lapels, sleeves and pockets. Durable Sateen lining. *Val-Dur tested for pure Wool and Val-Dex treated making it water-repellent and stain-resisting.* Sizes... 7, 8, 9, 10. Length 27, 29, 31, 32.

19-295 Tahiti Rose. } Postpaid
19-296 Teal Blue. } 6.95
19-297 Green. }



9.50

7.95

Swagger Suit

All-Wool Monotone suit and scarf. Box coat with Sateen lining. Tailored skirt with kick pleat and zipper closing.

Sizes..... 12, 14, 14X.
Coat about 34 ins. long.

19-280 Gold. } Postpaid
19-281 Blue. } 9.50
19-282 Rust. }

Coachman Style

Imported double-breasted Donegal Tweed coat. Built-up shoulders. Patent belt. Durable Sateen lining.

Sizes... 10, 12, 14, 14X.
Length 33, 37, 40, 43.

19-285 Tan (as shown).
19-286 Grey-with-colored flecks.
Postpaid..... 7.95



Val-Dur
MADE WITH PURE WOOL
STAIN & WATER RESISTANT



4-PIECE SUIT
7.95

Princess Elizabeth

6.95

★ 35

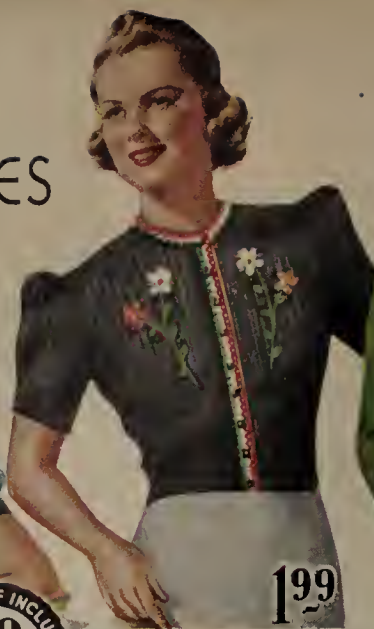
SMART SUITABLE WEARABLES



Rayon Bouclé Knitted Pullover Sweater with boat neck and fancy design on front. Pleated puff sleeves. Ribbed waistband and cuffs. Regular 1.19 value. Sold only with an order of 5.00 or over of goods from our catalogues.

25R210 Turquoise. }
25R211 Yellow. }
25R212 Coral. }
25R213 White. }
Special Price.
Post Paid..... 89¢

89¢
IN ORDER OF
\$5.00
OR OVER



199

The 'Midgie' Jacket

A year 'round all-occasion sweater! The "Midgie" jacket of Botany Wool knit in rib stitch with bright colored wool-embroidered flowers on the front. Short puff sleeves.

Sizes 14, 16, 18, 20.

25-214 Black.
25-215 Yellow.
25-216 White. 1.99
Postpaid.....



298

Twin Sweater Set

Botany Wool Knitted sweater set. Jacket buttons to neck. Knitted-on waistband and cuffs. Transfer design front and back. Short-sleeved boat-neck pullover.

Sizes 34, 36, 38, 40.

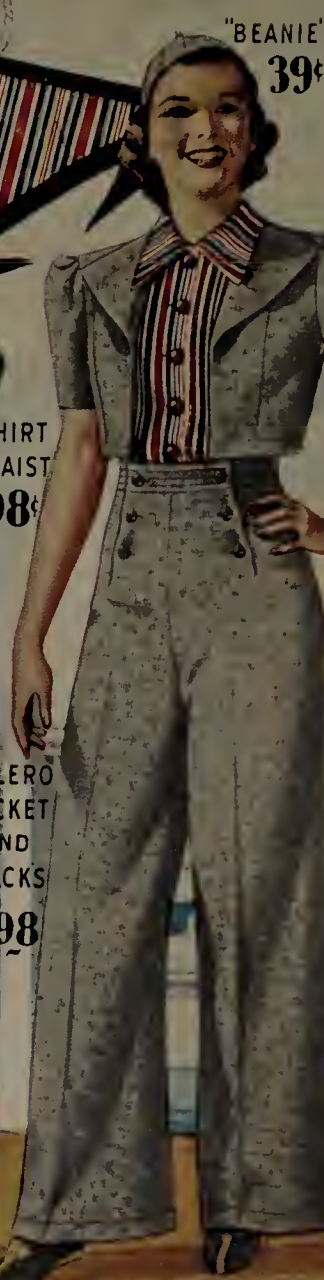
25-207 Applemint Green.
25-208 Grey Mixture.
25-209 Brown Cardigan with Yellow Pullover. 2.98
Postpaid.....

HALTER 59¢



SHIRT
WAIST
98¢

BOLERO
JACKET
AND
SLACKS
398



"BEANIE" 39¢



PULL-
OVER
59¢

BOLERO
JACKET
AND
SKIRT
398



SUIT
398



SWEATER
100



SKIRT
199



ANGORA
PULL-
OVER
199

SUIT
199

All-Wool Faille Bolero and Slacks. Bolero has darted puff sleeves. Slacks with buttoned drop front.

Sizes 12, 14, 16, 18, 20.

25-242 Grey Mix. }
25-243 Navy. } 3.98
Postpaid

"Tick-Tock" Corded Striped Cotton Sports Blouse with yoke back. 25-244 Red-White-and-Blue. } 98c
Postpaid

"Tick-Tock" Cotton Halter Top. 25-245 Red-White-and-Blue. } 59c
Postpaid

All-Wool Faille "Beanie". 25-246 Grey Mix. }
25-247 Navy. } 39c
Postpaid

All-Wool Faille Bolero Jacket and Skirt. Bolero with button-trimmed front. Skirt has front kick pleat and zipper closing.

Sizes 12, 14, 16, 18, 20.

25-248 Brown. }
25-249 Navy. }
25-250 Grey Mix. } 3.98
Post Paid

Cotton Rib-Knit Boat-Neck Pullover. Short sleeves. Ribbed waistband. Sizes 12 to 20.

25-251 Maize Yellow.
25-252 Coral Pink.
25-253 Saxe Blue.
25-254 White. } 59c



298

298

Two-Piece Suit of Botany Wool

Botany Wool Knitted suit in two-piece style. Long-sleeved pullover sweater with the popular boat-neck and fancy pattern on front. All-around belt. Knitted-on ribbed waistband and cuffs. Tailored skirt with elastic waistband and ribbed-finished bottom. A particularly useful and practical ensemble for Spring and to wear all season!

Sizes 14, 16, 18, 20, 40.

25-234 Rancho Rose.
25-235 Rust.
25-236 Grey Mix.

36 ★ Post Paid. 3.98

Botany Wool Knitted Pullover in fancy pattern with new ribbed saddle shoulders and square neckline. Pleated sleeves. Ribbed waistband.

Sizes 14, 16, 18, 20.

25-217 Grey Mix.
25-218 Copperwine (new rust shade).
25-219 Coral.
25-220 White.. 1.00

All-Wool Faille Skirt with stitched gored tucks back and front. Zipper side closing.

Waist. 25, 27, 28, 30, 32, 34.
Length 28, 29, 29, 30, 31, 31.

25-221 Grey Mix.
25-222 Copperwine.
25-223 Lt. Navy.
25-224 Black... 1.99

Fine Botany Wool and Angora Featherweight Knitted Pullover. Boat neck and pleated sleeves. Knitted on ribbed waistband and cuffs.

Sizes 34, 36, 38, 40.

25-225 Yellow.
25-226 Powder Blue.
25-227 White. 1.99
Postpaid.....

Fine All-Wool Marina Twill Skirt. Panel front trimmed with buttons. New high pleats front and back. Zipper side closing for a trim fit.

Waist. 26, 27, 28, 29, 30.
Length 28, 29, 29, 30, 30.

25-228 Brown.
25-229 Navy.
25-230 Black. 2.98
Postpaid.....

Two-Piece Suit of Rayon Bouclé

A good-looking, serviceable ensemble that may be worn anywhere! Misses' Rayon Bouclé knitted suit in popular two-piece style. Pullover blouse with classic boat neck and fancy design on the front. Short puff sleeves with pleated shoulders. All-around belt. Knitted-on ribbed waistband. Priced extremely low for such a lovely suit. Skirt has elastic waistband.

Sizes 14, 16, 18, 20.

25-231 Coral Pink.
25-232 Powder Blue.
25-233 Maize. 1.99
Postpaid.....

Ottoman Cord

All-Wool Ottoman Cord Flannel jacket with notched tail and popular ored collar and popular double-breasted front. Two convenient pockets. Fitted back with deep action pleat.

Sizes 12, 14, 16, 18, 20.

25-237 Navy.
25-238 Red.
25-239 Brown. 2.98
Postpaid.....

Tartan Flannel

All-Wool Tartan Plaid Flannel jacket in single-breasted style. Sleeves darted at shoulders. Fitted back. All-around belt.

Sizes 12, 14, 16, 18, 20.

25-240 Red Plaid (Wallace Tartan).
25-241 Blue-and-Green Plaid (Mackenzie Tartan). 2.99
Postpaid.....



TWEED SET

498

See Teddy's New Outfit!
It's One of the Latest Styles
Buy One Like It for Your Boy!

26-135 Nothing smarter for Spring than this coat and cap of wool tweed in Brown mixture! Balmacaan coat has slant pockets, fancy buttons, straps on the sleeves, and is well lined. Cap with eight-piece crown and a peak. An outfit any little lad will be proud to wear. Of good serviceable quality and exceptionally good value. Think what a low price this is for togs so smart and practical!

Ages 3, 4, 5, 6 years.

Rich Brown Mixture.

Coat and Cap. Postpaid, Set...

4.98

Lovely Set. 1.79

Big value in this outfit for the kiddie! Pretty little coat and beret tam, made from celanese suede taffeta. Coat is hand-embroidered. Beret is fitted with an elastic. Will give lots of wear and look very smart when the little one goes out for the air.

Ages 1, 2, 3 years.

26-144 Sky Blue.
26-145 White.

Play Suit. 67¢

Two-piece style, in cord pique. The colored pants are buttoned to a White blouse. Smart and dressy.

Ages 1, 2, 3 years.

26-146 Green.
26-147 Powder Blue.

Pique Hat

26-148 White, with colored trim at the front.

Sizes 19 and 20. Postpaid..... 35¢

Smart Suit. 95¢

Manly style for the small son! Navy pants buttoned to a short-sleeved blouse of Powder Blue. Stars on the collar and pocket. Buckled belt. A splendid cotton broadcloth suit for hours of play—easy to wash and gives lots of wear. Priced low.

Ages 3, 4, 5, 6 years.

26-153 Navy, with Powder Blue.

Knit Suit. 75¢

Striped cotton pullover with zipper. Plain trim to match the knee pants. Ages 2, 4, 6 years.

26-154 Navy, and Colorful Stripes.

Wash Hat

26-156 Linen in the natural shade. The very popular "Rah-Rah" with the stitched brim.

Sizes 20 and 21. Postpaid..... 50¢

Natty Suit. 1.59

Pants of navy wool flannel, buttoned to a blouse of Powder Blue broadcloth. Blouse has navy trim and tie. Pants have navy belt with buckle. A very smart Spring suit of good-wearing quality. For the little man who wants the latest style!

Ages 3, 4, 5, 6 years.

26-155 Navy, with Powder Blue.



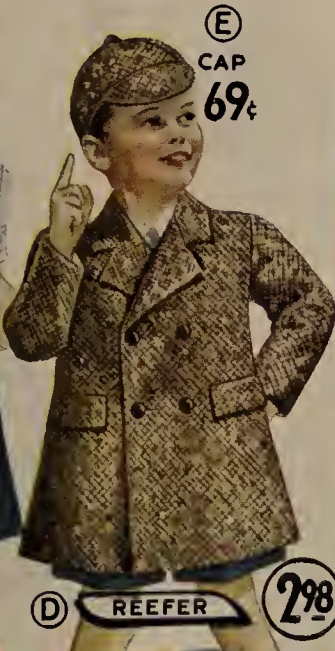
(B) TAM 79¢



(A) REEFER 98¢



(C) 98¢



(E) CAP 69¢

(D) REEFER 2.98

Wool Cheviot Reefer Coat

(A) 26-137 Navy, in double-breasted style. Emblem on one sleeve. Good lining. Very durable. 2, 3, 4, 5, 6 years.

Price, Postpaid..... 1.98

Wool Cheviot Sailor Tam

(B) 26-138 Navy, with name on the band. Sizes 6½ to 6¾. Postpaid 79¢

Two-Piece Wash Suit

(C) 26-150 Navy line pants, buttoned to a blouse of white slub broadcloth. A very smart style. Ages 3, 4, 5, 6 years.

Price, Postpaid..... 98¢

Brown Donegal Reefer

(D) 26-133 In smart double-breasted style. Belt at the back. Ages 3, 4, 5, 6 years.

Price, Postpaid..... 2.98

Brown Tweed Peak Cap

(E) 26-134 To wear with the reefer above. Sizes 20½ to 21½. Postpaid. 69¢

Neat Wool Flannel Suit

(F) Reefer coat and knee pants. Ages 2, 4, 6 years.

26-139 Navy. } Post Paid 1.94
26-140 Grey. }

Peak Cap with Anchor

(G) 26-141 Navy wool Cheviot. Sizes 6½ to 6¾. Price, Postpaid..... 98¢



(F) FLANNEL SUIT 1.94

(H) PIQUE SET 1.00



(J) PLAY SUIT 98¢



Pique Set

(H) Double-breasted coat and beret tam, a fine outfit for warm weather. Ages 2, 3, 4 years.

26-142 Powder.
26-143 Sunni.

The Set, Complete... 1.00

Play Suit

(J) "Goosey Gander" wash suit of fine Wabasso cotton broadcloth. Knee pants button to the blouse. Good value. Ages 3, 4, 5, 6 years.

26-151 Wine Shade, with Sunni.
26-152 Navy Blue, with White.

The Suit, Complete... 98¢

Wash Suit

(K) 26-149 Special value in a suit of durable broadcloth. Navy pants buttoned to the neat Powder Blue blouse. Ages 3, 4, 5, 6 years.

The Suit, Complete... 59¢



(K) 59¢

Coat, Cap and Pants
A Particularly Smart Outfit
What All Little Lads Want!

26-136 How proud Tommy is of his new Spring togs! Your little son would like to have this outfit. Of Brown wool flannel in tweed effect. Double-breasted coat with flap pockets, and a belt at the back. Correct cap with peak. Knee pants with side pockets and a hip pocket. Quality and style are all you could ask for—and our price is moderate, making the ensemble an outstanding value. It always pays to buy from Simpson's! We guarantee full satisfaction.

Ages 4, 5, 6 years.

Rich Brown Mixture.
The 3-Piece Ensemble.

Post Paid.... 5.49

x 45



(A)
"DIRNDL"
1.00

(B)
WOOL SET
6.98



YOUR CHOICE
59¢



(E)
"BOLERO"
1.00



CREEPER OR
PANTY DRESS
69¢
EACH



CUTE CLOTHES
For the Little Miss
up to 6 Years of Age
FOR DESCRIPTION... SEE OPPOSITE PAGE



(J)
75¢



(K)
SILK
1.98



(L)
SILK
1.00



(M)
BABY
"DIRNDL"
89¢



(N)
98¢



(P)
79¢



(O)
1.89

(Y)
HAT
50¢



(R)
WOOL
SET
3.98

46 x



(S)
SUEDE
SET
1.98



(T)
WOOL
SET
2.59



(U)
WOOL
SET
2.98



(V)
CELESTE
SET
2.69



(W)
5.69



(X)
WOOL
SETS
3.98

Full Description of the Kiddies' Spring Togs Shown on the Opposite Page

"Dirndl" Dress

(A) Very new style in broadcloth. Has short puff sleeve. 3, 4, 5, 6 years.
26-191 Yellow, with a Stripe skirt.
Price, **1.00**
Postpaid, **1.00**

Coat and Hat

(B) All-wool cloth in basket-weave. Velvet trimming. 3, 4, 5, 6 years.
26-160 Orchid.
26-161 Rose shade.
The Set, **6.98**
Postpaid, **6.98**

Two Pretty Styles in Panty Dresses

Both made from fast-color percale in fancy design. Extra big values for the little girls.

(C) Outfit for ages 2, 4, 6 years.
26-181 Blue.
26-182 Green.
Price, **59¢**
Postpaid, **59¢**

(D) Outfit for ages 1, 2, 3 years.
26-183 Orchid.
26-184 Blue.
Price, **59¢**
Postpaid, **59¢**

"Bolero" Dress

(E) A "Dirndl" of fast-color percale. Red trimming. 3, 4, 5, 6 years.
26-192 Navy, with White Spots.
Price, **1.00**
Postpaid, **1.00**

2-Piece Dress

(F) Repp skirt and percale blouse. Hand-embroidered. 3, 4, 5, 6 years.
26-193 Royal.
26-194 Red.
Price, **1.00**
Postpaid, **1.00**

Neat Creeper

(G) Of broadcloth, hand-smocked. Envelope closing. 1 and 2 years.
26-176 Sky Blue.
26-177 Nile Green.
Price, **69¢**
Postpaid, **69¢**

Panty Dress

(H) Of fine printed percale. Puffed sleeve. Button front. 2, 4, 6 years.
26-178 Red in new Fancy Design.
Price, **69¢**
Postpaid, **69¢**

"Swing" Dress

(J) Extra fine printed percale. Red trim and puff sleeve. 2, 4, 6 years.
26-187 White, with Fancy Colors.
Price, **75¢**
Postpaid, **75¢**

Silk Dress

(K) Lovely style in silk crepe. Hand-smocked, as shown. 3, 4, 5, 6 years.
26-195 Nile Green.
26-196 Pink.
Price, **1.98**
Postpaid, **1.98**

Two Beautiful Dresses for the Wee Tot

(L) Silk dress with hand-smocking and pretty fagoting. 1, 2, 3 years.
26-179 Pink.
26-180 White.
Price, **1.00**
Postpaid, **1.00**

(M) Slub broadcloth dress made in the "Dirndl" style. 2 and 3 years.
26-185 Brown with Maize.
26-186 Red with White.
Price, **89¢**
Postpaid, **89¢**

Dresses in Very Latest Spring Styles

(N) Pretty dress of fast-color broadcloth. Puffed sleeve. 3, 4, 5, 6 years.
26-189 Orchid.
26-190 Powder.
Price, **98¢**
Postpaid, **98¢**

(P) Fancy percale "Dirndl" dress. Plain Yellow trim. 2, 4, 6 years.
26-188 White with Fancy Colors.
Price, **79¢**
Postpaid, **79¢**

"Dirndl" Dress

(Q) Of fine spun-rayon-and-wool. Has separate blouse. 3, 4, 5, 6 years.
26-197 Rust, with Fancy Blouse.
Price, **1.89**
Postpaid, **1.89**

Coat and Bonnet

(R) Of wool cloth in basket-weave. Of fine soft quality. 1, 2, 3 years.
26-166 Green.
26-167 Powder.
The Set, **3.98**
Postpaid, **3.98**

Popular Styles in Outdoor Togs

(S) Coat and bonnet of rayon suede taffeta. Washes well. 1, 2, 3 years.
26-170 Sky Blue.
26-171 Soft Pink.
The Set, **1.98**
Postpaid, **1.98**

(T) Coat and beret hat of all-wool flannel. Very smart. 2, 3, 4 years.
26-174 Red.
26-175 Powder.
The Set, **2.59**
Postpaid, **2.59**

Babies' Coats and Bonnets to Match

(U) Durable outfit of wool flannel, with pretty hand-embroidery. Well made. 1, 2, 3 years.
26-168 Rose.
26-169 Green.
The Set, **2.98**
Postpaid, **2.98**

(V) Practical outfit of rayon crepe celeste. Lace trim and hand-smocking. 1, 2, 3 years.
26-172 Pink.
26-173 White.
The Set, **2.69**
Postpaid, **2.69**

Tweed-Like Wool Flannel Togs

(W) Princess style coat with neat beret tam to match. 3, 4, 5, 6 years.
26-162 Mustard.
26-163 Rose.
The Set, **5.69**
Postpaid, **5.69**

(X) Stylish popular coat and a very smart hat to match. 3, 4, 5, 6 years.
26-164 Red.
26-165 Green.
The Set, **3.98**
Postpaid, **3.98**

Reversible Pique Hat with Soft Brim

(Y) 26-198 Here's a lovely Summer wash hat of cord pique. May be worn either side out. Extra good value. Sizes 19, 20, 21. Nile Green, Sunni, Sky Blue. Post Paid **50¢**
Each combined with White.



Specials

Play Coverall for Hard Wear 69¢

26-206 The wee man will be proud of this sturdy coverall. Of tough drill, made for hard wear and big play jobs. Buttons at sides. Just the outfit for play! Smartly trimmed. Navy only. Ages 2, 4, 6 years.

Sturdy Coverall for Little Lads 69¢

26-207 One of the best outfits you can buy for little chaps. Coverall of sturdy drill that wears and wears. Buttons down front and has a belt. Saves his better clothes. Navy only. Ages 2, 4, 6 years.



Practical Two-Piece Outfit for the Active Little Boy

Very smart. Long overalls of strong linene, with adjustable braces and belt. Blouse of good-quality broadcloth. 26-208 Brown, with Sand Blouse. 26-209 Navy, with Powder Blouse. Ages 3, 4, 5, 6 years. Postpaid, 2-Piece Set... **1.00**

Smart for the Little Folks

Reefer Coat and Beret Tam
26-210 Our Special for either little son or daughter. A smartly-styled reefer coat and matching beret, of fancy wool tweed. Splendid quality. In Dark Blue Mixture. Ages 3, 4, 5, 6 years. Postpaid, 2-Piece Set... **2.98**

WOOL SWEATER

98¢



SWEATER

2 for 39¢

FLANNEL PANTS 59¢

TWEED PANTS 75¢

PANTS AND GLASSES 59¢



PLAY COVERALLS

Wool Pullover Sweater
Very smart with its fancy stripes. Handy zipper-fastener. 26-211 Bright Red. 26-212 Royal Blue. Ages 2, 4, 6 years. **98¢**

Knee Pants. 2 Qualities
Ages 2, 4, 6 years.
26-213 Pants of Navy Flannel... **59¢**
26-214 Pants of Brown Tweed... **75¢**

Knit Cotton Sweater
Short sleeves and fancy trim. 26-215 Navy-with-Red. 26-216 White-with-Sky. Ages 2, 4, 6 years. **2 for 39¢**

Covert Cloth Knee Pants
Ages 2, 4, 6 years.
Pair of sun glasses included free with each. Special value. 26-217 Navy. } Post **59¢**
26-218 Fawn. } Paid

Covert Cloth. 69¢

26-204 Long-wearing coverall of cotton covert cloth. Buttons at the sides. Has shoulder-straps with buckles. Keeps the better clothes clean. 2, 3, 4, 5, 6 years. Blue only.

Strong Linene for Long Wear

Practical coverall in sleeveless style, buttoned on shoulders. 26-202 Khaki. 1, 2, 3 years. **Postpaid 35¢**
26-203 Navy. 2, 4, 6 years. **Postpaid 45¢**

Sturdy Drill. 79¢

26-205 Manly coverall of heavy drill with fancy trim. Well-made. Adjustable shoulder-braces. Double-stitched seams. A style the little lad should have. Ages 2, 4, 6 years. **Copen Blue.**



WOOL

1.00 Sweater Coat of Soft Wool

Cunning sweater jacket for either little girls or boys. Well-knit of all-wool yarns. Has military collar and ribbed cuffs. Wears and washes well. Practical for everyday wear—just what little folks need for chilly days during the whole season. Ages 1, 2, 3 years.
26-219 Light Pink.
26-220 Soft Sky Blue.

Popular Style Wool Sweater 1.00

A neat little skirt or pants, one of these sweaters, and your little girl or boy will have a very trig outfit for little money. Sweater coat with Military collar and ribbed cuffs, knit of all-wool. A practical garment which will give long wear. Ages 2, 4, 6 years.
26-221 Powder Blue.
26-222 Bright Rich Red.



WOOL



A

B

C

D

CREPE

WOOLLIE

59¢

59¢

59¢

85¢

FLANNELETTE

DOUBLE FEET



E

2-PANT CREPE

OR FLANNELETTE

98¢

Neat Pyjamas

Crepe or Flannelette

(A) 26-230 Cool cotton crepe pyjamas in a style that kiddies like. Easy to get into. Convenient drop-seat. Need little ironing. Pink or Sky Blue. Ages 2, 4, 6 years. **59¢**

(B) 26-231 The same style pyjamas in the very soft cosy "Lullaby" flannelette. Sky Blue or Stripes. Ages 2, 4, 6 years. **59¢**

Cosy Pyjamas
The Two-Pant Style

(E) 26-232 Popular with youngsters! Soft cotton crepe pyjama, with two pants that button on. Handy pocket on waist. Easy to wash. Pink or Sky Blue. Ages 1, 2, 4, 6 years. **98¢**

26-233 Same style pyjama in good soft flannelette. Neat jacket and two pants. White, Sky Blue or Stripes. Ages 1, 2, 4, 6 years. **98¢**

"Woollie" Sleeper
Sure to Please Them

(D) 26-229 Active days mean sleepy tots! Slip them into these "Woollie" sleepers, just button up the back, and they're covered right down to the toes in a jiffy. Heavy cotton jersey-knit, softly brushed inside for extra comfort. Feet are made double for wear. Drop-seat. One pocket at front. Pink or Sky Blue. Ages 1 to 7 years. **85¢**

"Lullaby" Sleeper
Comfortable Style

(C) 26-228 Your kiddie will be snug all night long in this roomy sleeper of soft "Lullaby" flannelette. Buttons up the back and has convenient drop-seat. Pocket for a hankie in front. Launders easily and wears well. An exceptionally low price to pay for such quality. Pink or Sky Blue. Ages 1, 2, 4, 6 years. **59¢**



29¢

79¢

59¢

Baby's "Vanta" Band

26-240 Knit of soft white cotton. Sleeveless "Vanta" band made double at bottom for diaper-pins. A slip-over, no buttons, no pins! Ages 3 to 18 months. **29¢**

Two Cosy 'Vanta' Vests

Long sleeves. Front double. Tied with tapes. Cream-color. Ages 3 to 18 months.

26-246 Soft wool-with-rayon stripe... **79¢**

26-247 Pure Wool. **79¢**

Price, Postpaid... **79¢**

Fine All-Wool Vest

26-244 The right style for babies! Vest of soft cream wool. Made long-sleeved and buttoned down the front. Launders easily. 3 months to 2½ years. **59¢**



F

G

H

COTTON

COTTON

COTTON AND RAYON

29¢

29¢

39¢

Short-Sleeved Vest

(F) 26-241 Knit in good length from fine soft white cotton. Buttons down the front. Will give plenty of wear. Priced very low. 3 mos. to 2½ yrs. **29¢**

Cotton-and-Rayon

(H) 26-243 Very cosy little vest of soft cream cotton, with stripe of fine rayon. Buttons down front. Long sleeves. Fits neatly. 3 mos. to 2½ yrs. **39¢**

"Wooltex" Finish

(G) 26-242 Comfortable vest of finest cream-color cotton. Long sleeves and buttons down front. Fine for the little child. 3 mos. to 2½ yrs. **29¢**

Fine Silk-and-Wool

(J) 26-245 Fine snug-fitting vest of cream wool with lustrous rayon stripe. Has long sleeves and buttons down front. Buy now! 3 mos. to 2½ yrs. **59¢**

J
SILK
AND
WOOL

59¢



WOOL

BROADCLOTH

79¢

59¢

For Active Tots

26-226 Soft cumfy creeper of pure wool, with buttoned crotch. Attractive design. Pretty enough for best wear. Canary-with-Green. Sky-with-White. 6 months to 1 year. **79¢**

For Hours of Play

26-227 Mothers, here's real value in children's wear! Made of "Wabas-creeper" cotton broadcloth and so" cotton broadcloth and neatly finished with pleats and embroidery. Easy to wash and iron. Wear well. Sky, Maize, Green. Ages 1 and 2 years. **59¢**

Spring underwear
FOR KIDDIES

RAYON

29¢

COTTON
AND
RAYON2 FOR
49¢

39¢

59¢

Durable Training Panties for the Wee Tots

26-239 Exceptional value in good-quality rayon panties. Double crotch. Elastic waistband. Wash easily and dry quickly. Indispensable during the training period. Tea Rose or White. Ages 2, 4, 6 years. **29¢**

26-237 Our special snug-fitting panties of fine Balbriggan cotton with rayon stripe. Highly absorbent. Easy to launder and wear exceedingly well. A splendid value. In White only. 2, 4, 6 years. **49¢**

The Right Union Suits for 2-to-8-Year-Olds

26-234 Practical Summer underwear for the little girl. Combination knit of fine white cotton, in neat sleeveless style with low neck. Drop-seat. Light-weight and very absorbent, cool and serviceable. Ages 2, 4, 6, 8 years. **39¢**

26-235 Cool and comfortable combination suit for Summer. Knit of white cotton that is soft next the skin, and noted for its long-wearing quality. Buttons down front. Sleeveless, with drop-seat. Ages 2, 4, 6, 8 years. **59¢**

"BRIEFS" FOR Little Folks

Our Special Pantie

26-236 Such a bargain! Balbriggan cotton training pantie. Double crotch. Ages 2, 4, 6 years. White. **2 for 39¢**

The "Interlock" Knit

26-238 A special training pantie knit of fine cotton. Lightly brushed for softness. White only. Ages 2, 4, 6 years. **25¢**



Large-Size Shawl
26-271 Knit in lacy
stitch, of cream wool
with lustrous rayon.
Very pretty border.
Get baby one for the
early Spring days.
Size 46 x 56 inches.
Price,
Postpaid.... 1.98

Soft Cosy Shawl
26-270 Cream wool
with rayon, knit in
fancy stitch. Nothing
better for baby's com-
fort. Of good quality
and it's extra value.
Size 42 x 48 inches.
Price,
Postpaid.... 1.69

Low-Priced Shawl
26-269 Lovely qual-
ity, knit in a fancy
stitch, from wool with
a little cotton. Cream
color. The kind that
every baby needs.
Size 40 x 40 inches.
Price,
Postpaid.... 1.00

Baby Needs These
26-256 White organdy
bibs with pretty design
of Swiss embroidery.
Our Price,
Postpaid, each 19¢

"Joysum" Sheets
26-259 Of white terry.
About 22 x 22 inches.
Post
Paid... 2 for 39¢

Two Comfortable Barrowcoats for Baby
26-260 Wool flannel,
in cream-color. Edges
are very nicely finished.
Infants' size.
Postpaid, each 75¢

Waterproof Pants in Two Good Qualities
26-254 Gum rubber,
covered with whiterayon.
Medium.
or Large. **Each. 24¢**



Simpson's 41-PIECE LAYETTE 26-298 6.98

This special layette includes everything the new baby will need, and you can buy it in the privacy of your own home. All the articles are dainty and of fine quality, and come in the proper sizes for infants. You may buy the complete 41-piece layette for 6.98. No. 26-298. Also articles are sold separately, as below.

- (A) 26-288 Soft Wool Jackets. Long sleeves. White, or pink, or blue... **Each 59¢**
- (B) 26-285 Cream Flannelette Barrowcoats. Good length for comfort... **Each 28¢**
- (C) 26-286 Gowns of Soft White Flannelette. Pink or blue trim... **2 for 59¢**
- (D) 26-284 Slip of White Embroidered Voile. Fine quality. Well made... **Each 89¢**
- (E) 26-283 Dress of White Embroidered Voile. Short puff sleeves... **Each 1.00**
- (F) 26-293 Long Wool Booties. White, with pink or blue trim... **Pair 39¢**
- (G) 26-287 Cream Cotton Vests—Long sleeves. 3 months to 2½ years... **Each 29¢**
- (H) 26-295 Quilted White Cotton Bibs. Edged with dainty lace... **3 for 29¢**
- (J) 26-294 Fine White Flannelette Binders. Good size, 5 x 26 inches... **6 for 25¢**
- (K) 26-289 White Gum Rubber Pants. Medium or large size... **2 for 25¢**
- (L) 26-292 Hand-Made Wool Booties. White, with pink or blue... **Pair 19¢**
- (M) 26-291 Big Square White Flannelette Diapers. About 23 x 23 ins... **12 for 1.29**
- (N) 26-296 Strong Safety Pins. Three sizes on a card... **4 cards for 12¢**
- (P) 26-290 White Gum Rubber Sheets with eyelets. 27 x 36 inches... **Each 29¢**
- (R) 26-297 Talcum Powder to keep the skin smooth. Fine and fragrant... **A Can 19¢**



Nicely-Made Bonnet
26-281 Of fine celanese
suede taffeta, with shirred
frill. In pink or sky blue.
Sizes 12, 13, 14.
Price, Postpaid 39¢

Lovely Silk Bonnet
26-280 In white, with
pretty embroidery and
ribbon ties. Well lined.
Sizes 12 to 16.
Price, Postpaid 75¢

Popular Knit Beret
26-279 Of fine wool in
sky-with-white, pink-with-
white, also in all-white.
Fits to 6 years.
Price, Postpaid. 19¢



Lovely Matched Set
Dainty garments of white
voile with lace trim. Extra
good values at Simpson's.
26-273 Dress. **59¢**
1, 2, 3 years. **Price. 59¢**
26-274 Slip. **39¢**
1, 2, 3 years. **Price. 39¢**

Baby's Bathrobe
26-263 Cosy robe of
fancy cotton blanket cloth,
in pink or blue. The pat-
terns please the wee tots.
Infants' good size.
Our Price,
Postpaid, each. 79¢

Cape and Beret Set
26-268 Knit in fancy
stitch from soft wool. Pink
or blue, with white. Any
little girl needs this set.
Ages 1, 2 and 3 years.
Our Price,
Postpaid, Set. 1.59



Baby Q-Tips
26-252 Sanitary
and splendid to
cleanse the ears,
the nose or eyes.
Postpaid
A Box... 29¢

Baby Teethers
26-250 Soft pure
sterilized rubber.
In assorted fast
colors. Well made.
Postpaid,
Each.... 15¢

Toilet Set
26-278 Brush and
comb in pink or
blue. Fine quality
for the tiny baby.
Postpaid,
A Set.... 29¢

Dainty Book
26-251 For baby's
record. Be sure to
write it up daily, to
read in later years.
Postpaid,
Each.... 29¢

Wool Jacket with Marabou Collar
26-264 A white wool
jacket with collar of soft
white marabou. One of
the prettiest styles for
baby, and comfortable
for wear indoors as well
as when he goes to ride.
Fine quality, priced low.
3 months to 1 year.
Our Price,
Postpaid, each 79¢

Baby's Very Dainty Dressing-Gown
26-282 A lovely little
dressing-gown of soft
cosy flannelette in fancy
design. Will keep the
little one very comfort-
able. White, with fine
pattern in pink or blue.
Infants' good size.
Our Price,
Postpaid, each 39¢

Fine Imported Soft Wool Jacket
26-265 An extra heavy
jacket knitted of white
Botany wool. Has roll col-
lar and turn-back cuffs.
Every little child should
have one for the chilly
days of early Spring.
Fits up to 1 year.
Our Price,
Postpaid, each 1.00

A Smart Jacket and Short Booties
26-266 Of wool, white-
with-pink, also white-
with-sky-blue. You'll be
delighted with this set
for the very little tot.
It's smart and practical.
And such good value, too!
Infants' good size.
Our Price,
Postpaid, a set 69¢

Three-Piece Set Neat Jacket, Bonnet and Short Booties
26-267 Hand-made of
wool. Blue-with-white,
or pink-with-white. Well-
fitting, soft fine quality—
and note how little you
pay for it here! A set
that will afford all the
comfort the baby needs.
Size for Infants.
Our Price,
Postpaid, a set 1.00

Pretty "Esmond" Bunny Blankets for Carriage or Crib
26-272 Soft white
flannelette with
fancy borders in
light pink and blue.
These blankets look
nice, wear well, give
lots of comfort and
they're easy to wash.
About 30 x 45 inches.
Our Price,
Postpaid, a pair 98¢

Thick Crib Pad
26-255 Good white pad
quilted and bound. Very
easy to wash. Wears well.
About 17 x 18 inches.
Our Price,
Postpaid, each 29¢

Gum Rubber Sheets
26-277 To protect the
baby's carriage or crib.
Eyelets in the corners.
Flesh color. You'll find
this easy to keep clean.
Size 27 x 36 inches.
Our Price,
Postpaid, each 49¢

Large-Size Diapers
26-275 Soft absorbent
white flannelette diapers.
Buy plenty of them now!
About 26 x 26 inches.
Price,
Postpaid. 6 for 69¢

Hot Water Bottle
26-276 Of fine rubber
in pink or blue. Very
handy to have for baby.
Good useful size.
Our Price,
Postpaid, each 49¢



**SIMPSON
SUPREMACY**
Pure Silk
HOSIERY

85¢
PAIR

HOSIERY of SHEER BEAUTY. *Lovely from Top to Toe*



**Gotham
"Gold Stripe"** **69¢**
Pair

Two excellent qualities in Gotham "Gold Stripe" hosiery—one a Service Weight for everyday wear, and the other a delightfully sheer Chiffon for evening. Both are Pure Silk and full-fashioned for a flattering appearance. Made with panel heel and reinforced at points of most strenuous wear.

Brisk, Titian Glow, Animation, Golden Dawn, Mist Beige.
Sizes 8½, 9, 9½, 10, 10½.

16-105 Pure Silk Service Weight.
16-106 Pure Silk Sheer Chiffon.
Postpaid, pair..... 69¢

**Knee-Highs
Serviceable Chiffon** **65¢**
Pair

Enjoy the cool luxury of these Service Chiffon knee-length hose. Made with well-known "Lastex" top which keeps them snugly in place. First-quality ringless Pure Silk, full-fashioned for a trim fit, and well reinforced at points of most wear. The perfect hose for sports, and also to wear with your Summer evening frocks. They're cool and comfortable!

Brisk, Animation, Golden Dawn.

Sizes 8½, 9, 9½, 10, 10½.
16-107 Postpaid, pair..... 65¢

"Holeproof" **75¢**
Service or Chiffon Pair

Your choice of two weights in "Holeproof" hosiery—Service weight with Lisle garter welt or Sheer Chiffon with dainty picot top. Both Pure Thread Silk, full-fashioned and reinforced at heels and toes for extra strength. Newest Spring and Summer shades in both qualities. Excellent value!

Brisk, Animation, Golden Dawn, Gunmetal.
Sizes 8½, 9, 9½, 10, 10½.

16-108 Pure Silk Service Weight.
16-109 Pure Silk Sheer Chiffon.
Postpaid..... 75¢

2-Thread Chiffon

Sheer loveliness for evening and dressy afternoon wear! Simpson's "Supremacy" 2-thread Chiffon hose of first-quality Pure Silk. Full-fashioned and made with slim panel heel. Reinforced at points of most wear.

Brisk, Titian Glow, Animation, Golden Dawn, Rosehaze, Mist Beige, Smoketone, Gunmetal.
Sizes 8½, 9, 9½, 10, 10½.

16-100 Postpaid, pair.... **85¢**

3-Thread Chiffon

A new weight in Simpson's "Supremacy" hosiery—beautifully sheer 3-thread Chiffon. Made from first-quality Pure Silk, full-fashioned for a trim fit. You'll like it for dressy wear! Smartest new Spring shades.

Brisk, Titian Glow, Animation, Golden Dawn, Rosehaze, Mist Beige, Smoketone, Gunmetal.
Sizes 8½, 9, 9½, 10, 10½.

16-101 Postpaid, pair.... **85¢**

4-Thread Chiffon

Dull-finished, and very flattering for general wear! Flawlessly clear 4-thread Chiffon in Simpson's "Supremacy" quality. Made with panel heel, and full-fashioned for a perfect fit. Reinforced at heels and toes.

Brisk, Titian Glow, Animation, Golden Dawn, Rosehaze, Mist Beige, Smoketone, Gunmetal.
Sizes 8½, 9, 9½, 10, 10½.

16-102 Postpaid, pair.... **85¢**

6-Thread Service

For wear every day all season long! Durable 6-thread Medium Service weight in Simpson's "Supremacy" brand. Full-fashioned Pure Thread Silk made with reinforced heels and toes for wear. Trim panel heels.

Brisk, Titian Glow, Animation, Golden Dawn, Rosehaze, Mist Beige, Smoketone, Gunmetal.
Sizes 8½, 9, 9½, 10, 10½.

16-103 Postpaid, pair.... **85¢**

8-Thread Service

Simpson's "Supremacy" 8-thread Heavy Service Weight made to give long wear and satisfaction. Of Pure Thread Silk, full-fashioned and reinforced at points of most wear. Excellent quality for everyday.

Brisk, Titian Glow, Animation, Golden Dawn, Rosehaze, Mist Beige, Smoketone, Gunmetal.
Sizes 8½, 9, 9½, 10, 10½.

16-104 Postpaid, pair.... **85¢**



43¢ **Pure Silk Chiffon**
Pair

Good-quality Pure Silk Chiffon hose, made with mock seams and fashion marks. Cradle sole, reinforced at heels and toes to give all possible wear. Brisk, Animation, Golden Dawn, Mist Beige.
16-110 Sizes 8½, 9, 9½, 10, 10½.

43¢ **Service Weight Silk**
Pair

Women's Pure Silk hosiery in Service Weight. Made with mock seams and fashion marks. Reinforced heels and toes. Wonderful value in good-wearing hose. Brisk, Golden Dawn, Gunmetal, Mist Beige, Black, White.

16-111 Sizes 8½, 9, 9½, 10, 10½.

50¢ **Silk Crepe Chiffon**
Pair

Lovely to look at!—thrifty to buy! Pure Silk Crepe Chiffon hose with mock seams and fashion marks. Lisle garter welts. Well reinforced heels and toes. Brisk, Animation, Golden Dawn, Mist Beige.
16-112 Sizes 8½, 9, 9½, 10, 10½.

59¢ **Service-Weight Crepe**
Pair

Smart and dependable for daytime wear! Pure Silk Crepe hose in Service Weight, made with Lisle garter welt, mock seams and fashion marks. Brisk, Animation, Gunmetal, Golden Dawn, Mist Beige.

16-113 Sizes 8½, 9, 9½, 10, 10½.

55¢ **Heavy 10-Thread Service**
Pair

Women's 10-thread Service Weight hose of Pure Silk. Lisle garter welt, mock seams and fashion marks. Seamless feet. Reinforced heels and toes. Brisk, Golden Dawn, Mist Beige, Gunmetal, Black, White.

16-114 Sizes 8½, 9, 9½, 10, 10½.

*Thrift
Values
in*
**PURE SILK
HOSIERY**





Simpson's "Red-Line" 75¢ With Stretchee Tops Pair

Today's fashions demand beautifully clear, flawless hosiery to complement the shorter skirts. You'll thrill to the luxury of our dependable "Red-Line" stockings with the special feature of the "Stretchee" top. Full-fashioned for a smooth fit, flattering panel heel and cradle sole for smartness. Your choice of two dependable qualities—Semi-Service Weight of Pure Silk with Lisle garter welt . . . or sheer ringless Pure Silk Chiffon with dainty picot top. A host of radiantly new Spring and Summer shades. Brisk, Animation, Golden Dawn, Mist Beige, Smoketone.

Sizes 8½, 9, 9½, 10, 10½.

16-115 Semi-Service Weight.

16-116 Pure Silk Chiffon. **Postpaid, pair . . . 75¢**



"Gotham Adjustables"—Pure Silk 85¢ For Individual Leg Lengths Pair

Now you can have your stockings fit with slim perfection! Just ask for Gotham Pure Silk Adjustables—the individual leg length that does away with unsightly hosiery wrinkles, crooked seams, and bulgy tops. If you're short, adjust your Gotham hosiery to the third dainty run-stop by turning the surplus under—if you're medium, garter your stockings at the second run-stop; and if you're tall use the full seven-inch garter space. You'll love the comfort and luxury of these full-fashioned Gotham adjustable stockings, and be completely enchanted with the full range of exquisite new Spring and Summer shades. Your choice of Pure Silk Service Weight or Pure Silk Chiffon.

Brisk, Animation, Golden Dawn, Mist Beige, Gunmetal.

Sizes 8½, 9, 9½, 10, 10½.

16-117 Pure Silk Service Weight.

16-118 Pure Silk Chiffon.

Postpaid, pair . . . 85¢



Sheer Hollywood 69¢ "Monotop" Hose Pair

Slip into a pair of these lovely gossamer clear **Hollywood "Monotop"** stockings and enjoy the subtle flattery of the flawless Pure Silk 4-thread Chiffon. Note the special feature of the extra-stretch top of single thickness that guarantees perfection of fit. Full-fashioned, slenderizing heel and daintily finished tops. You'll be thrilled, too with the host of glorious new shades. See chart below for colors.

Brisk, Titian Glow, Golden Dawn, Rosehaze, Mist Beige, Smoketone.

Sizes 8½, 9, 9½, 10, 10½.

16-119 Pure Silk 4-Thread Chiffon. **69¢**

SHEER CHIFFON OR Light Service Weight

Hosiery of Quality Value . . and Right Price

A **Simpson Special** in two qualities of Pure Silk Hosiery that will insure you of dependability, long service and a smart appearance. Choose the Pure Silk to Lisle garter welt in Medium Service Weight for general wear; and the Pure Silk Chiffon, with silk-plated-over-lisle feet subtly reinforced, for gala occasions. Both qualities are full-fashioned with cradle sole and slenderizing panel heel.

Brisk, Titian Glow, Animation, Golden Dawn, Mist Beige, Smoketone, Gunmetal.

Sizes 8½, 9, 9½, 10, 10½.

16-120 Pure Silk Medium Service Weight.

16-121 Pure Silk Ringless Chiffon.

Simpson's Special Price, 59¢
Postpaid, pair . . .



QUALITY SPECIALS 79¢ Crepe or Heavy Silk

Flattering Dull Pure Silk Crepe 79¢ Pair

Smart serviceable hose at a moderate price. First quality high-twist Pure Silk Crepe stockings with reinforced toes and slim panel heel. Full-fashioned with dainty picot tops. A splendid choice of this season's shades.

Brisk, Animation, Golden Dawn, Mist Beige, Smoketone, Gunmetal.

Sizes 8½, 9, 9½, 10, 10½.

16-122 Pure Silk Crepe.

10-Thread Service Weight for Everyday 79¢ Pair

Hosiery quality you want for smart everyday wear. Heavy 10-thread full-fashioned Pure Silk stockings with Lisle garter welt and dainty picot tops. Trim panel heel. Lisle soles and reinforced heels and toes for extra wearing strength.

Brisk, Golden Dawn, Mist Beige, Gunmetal, Black.

Sizes 8½, 9, 9½, 10, 10½.

16-123 10-Thread Service Weight.

Let Our Advance Hosiery Chart Guide You in Selecting the Glowing New Silk Hosiery Shades

Shorter skirts demand carefully selected hose . . . subtly blended or vividly contrasting in color to your costume! Below is a choice selection of radiant new shades for Spring and Summer with color hints to which they are complementary.

Brisk—A lively neutral beige favored for wear with costumes in navy; medium blues; neutral beiges and browns; greens; light garnet and other Spring reds; greys; swagger tweed mixtures and black.

Titian Glow—A radiant sunburnt shade for wear with costumes in blues; spicy browns and warm tans; greens; rust or copper hues; black; pastel shades; and white for sports or evening.

Animation—A warm glowing beige for wear with costume shades such as greenish blues; rosy or reddish rusts; greens; warm beiges; spicy or golden browns; navy and lively medium blues; and black.

Mist Beige—A medium greyish beige to wear with Spring costumes in the popular rich purple tones; warm browns; navy; soft greyish blues; grey and chic black.

Golden Dawn—An animated suntan widely stressed for cruise or summer wear with pastels; vibrant hues and white; lively blues; cappy hues; light golden browns and tans; a wide range of greens and black.

Rosehaze—A subtle blush tone emphasized as a new high-fashion in the smart rosy or mauish beige range; beiges and browns or rosy cost and black; very chic with rose, blue and mauve pastels.

Smoketone—A flattering gunmetal shade with a slight brownish cost. Perfect for wear with grey; varying shades of brown; warm blues; greens; deep wine; and sophisticated black.

Gunmetal—A transparently clear dark grey suitable for wear with wide range of popular shades. Harmonizes perfectly with wines; greens; navy; and dark or light blues.

HOSIERY FOR *Everyday Wear*

17¢ Pair Dependable Cotton Hose

Serviceable hose for everyday, made from strong Cotton yarns. Seamed backs and fashion marks. Comfortable seamless feet. Well reinforced at points of most strenuous wear. An extremely low-priced hose that will give splendid satisfaction. Buy several pairs! Medium Beige, Gunmetal, Grey, Black, White. Sizes 8½, 9, 9½, 10, 10½. 16-124 Postpaid, pair.... 17¢

2 Pairs 45¢ Mercerized Lisle Hose

Medium-weight Mercerized Lisle hose made with seamed backs and seamless feet. Reinforced at heels and toes to give extra wear. Practical and serviceable for everyday, and priced to give best value. Good range of popular colors. Gunmetal, Medium Beige, Grey, Toasty, Black, White. Sizes 8½, 9, 9½, 10, 10½. 16-125 Postpaid, 2 prs... 45¢

25¢ Pair Lisle with Double Sole

Good-looking and long-wearing. Mercerized "Durene" Lisle stockings, made with seamed backs and well-shaped seamless feet with double soles for extra strength. Made for service and priced for value—which means there's satisfaction in every pair. Buy now! Medium Fawn, Suntone, Lt. Gunmetal, Black, White. Sizes 8½, 9, 9½, 10, 10½. 16-126 Postpaid, pair.... 25¢

35¢ Pair Penmans Fine "Durene" Lisle

Very serviceable everyday stockings made by Penman's. Fine-quality "Durene" Lisle made with fashioned legs and seamless feet for extra comfort. Well reinforced at points of most strenuous wear. They look well and wear well, too! Swanky (med. beige), Cruise Tan (med. suntan), Black, White, Lt. Gunmetal. Sizes 8½, 9, 9½, 10, 10½. 16-127 Postpaid, pair.... 35¢

33¢ Pair Dull Rayon Knee-High Hose

Cool and comfortable for Summer weather! Women's knee-high hose of delustered Rayon with elastic top. Seamless feet, mock seams and fashion marks. Reinforced at heels and toes for best service. The popular hose for sports wear! Med. Beige, Suntan, Lt. Beige. Sizes 8½, 9, 9½, 10, 10½. 16-134 Postpaid, pair.... 33¢

45¢ Pair Service Chiffon

Knee-High Hose in Service-Weight Chiffon for afternoon wear in Summer. Elastic tops, for a snug fit, seamless feet for comfort, mock seams and fashion marks. Reinforced heels and toes. Med. Beige, Suntan, Lt. Beige. Sizes 8½, 9, 9½, 10, 10½. 16-135 Postpaid, pair.... 45¢

49¢ Pair Silk Crepe Cradle Sole

To wear under your Summer evening frocks or with your smart afternoon dresses! Pure Silk Crepe hose in knee-length with elastic tops to keep them snugly in place. Made with reinforced seamless cradle sole, mock seams and fashion marks. Excellent value! Blush Glo (medium beige), Suntone (a suntan shade). Sizes 8½, 9, 9½, 10, 10½. 16-136 Postpaid, pair.... 49¢

RIBBED TOP Hosiery

Ribbed-Top Cotton Hose 25¢ Pair
Fine Cotton stockings with wide stretchy ribbed tops, seamed backs, seamless feet. Well reinforced at heels and toes for extra wear. Colors: Medium Beige, Grey, Gunmetal, Black. 16-128 Women's sizes 8½, 9, 9½, 10, 10½.

Fine Mercerized Lisle 35¢ Pair
Mercerized Lisle hose with stretchy ribbed tops. Mock seams and fashion marks. Colors: Medium Beige, Grey, Gunmetal, Black. 16-129 Women's Sizes 8½, 9, 9½, 10, 10½.

Rayon-Plated-on-Lisle 45¢ Pair
Rayon-Plated-on-Lisle stockings. Made with stretchy ribbed tops, mock seams and fashion marks. Colors: Black, Grey, Medium Beige, Gunmetal, White. 16-130 Sizes 8½, 9, 9½, 10, 10½.

Simpson's Low Cash Prices Bring You Extra Value!

35¢ Pair Outsize Cotton Hose With Ribbed Tops

Medium-weight Cotton hose with wide stretchy ribbed tops. Double soles and reinforced heels and toes. Made especially for women requiring outsize stockings. Priced very low for such quality. Black, Grey, Medium Beige, Gunmetal. 16-131 Women's Sizes 9, 9½, 10, 10½.

55¢ Pair Rayon-Plated-on-Lisle For Everyday Service
Outsize stockings of Rayon-Plated-on-Lisle with stretchy ribbed tops. Reinforced at heels and toes for extra strength. Dependable for general wear. Colors: Medium Beige, Gunmetal, Grey, Black, White. 16-132 Women's Sizes 9, 9½, 10, 10½.

125¢ Pair Pure Thread Silk Full-Fashioned Hose
Women's outsize hose of first-quality Pure Thread Silk. Full-fashioned, with lisle garter-welt. Reinforced at heels and toes to ensure longer wear. Gunmetal, Barcelona (beige taupe), Avenue (med. beige). 16-133 Women's Sizes 9½, 10, 10½, 11.

OUTSIZE Hosiery

Colorful Sockees

FOR SPORTS AND GENERAL WEAR

A

B

C

D

Rayon-on-Fine-Cotton

19¢ Pair
A Women's sockees of Rayon-plated-on-Fine Cotton with Lastex cuff in contrasting colored stripes. Well reinforced heels and toes to give longer wear. White, Red, Lt. Green, Canary, Fawn, Sky Blue. 16-137 Women's Sizes 8½, 9, 9½, 10, 10½.

Rayon-Plated-on-Lisle

17¢ Pair
B Well made sockees of lustrous Rayon-Plated-on-Lisle in plain colors. Lastex cuff. Reinforced heels and toes. White, Red, Lt. Green, Sky Blue, Fawn. 16-139 Women's Sizes 8½, 9, 9½, 10, 10½.

In Fancy Tuck Stitch

25¢ Pair
C Rayon-Plated-on-Lisle sockees knit in fancy tuck stitch. Snug-fitting Lastex cuff. Reinforced at heels and toes. Colors: Lt. Green, Canary, Sky Blue, Red, White. 16-138 Women's Sizes 8½, 9, 9½, 10, 10½.

The New "Wings" Cuff

25¢ Pair
D Rayon-Plated-on-Lisle sockees in plain color with the new "Wings" cuff in contrasting shades. They're very smart. White, Lt. Green, Fawn, Red, Sky Blue. 16-140 Women's Sizes 8½, 9, 9½, 10, 10½.

Refer to Page 51 for Chart of Newest Spring Shades

SELECT YOUR SMART SERVICEABLE HOSIERY HERE

★ Rayon Crepe ★ Dull Rayon ★ Silk-on-Rayon



35¢ Special Quality Rayon Crepe
Pair

Ⓐ Dull-finished Rayon Crepe hose knit in the new fancy stitch that is very flattering and gives extra long wear. Lovely for afternoon or evening. Made with double soles and well reinforced at heels and toes to give longer service.

Medium Beige, Beige Taupe, Suntan, Mist Beige.
Women's Sizes 8½, 9, 9½, 10, 10½.
16-141 Postpaid, pair..... 35c

39¢ Silk-on-Rayon For Long Wear
Pair

Ⓒ Pure Silk plated-over fine-quality Rayon—a strong dependable hose for everyday wear. Made with lisle garter welt, and reinforced at heels and toes to ensure longer service. Mock seams and fashion marks. Very moderately priced.

Medium Beige, Medium Suntan, Gunmetal.
Women's Sizes 8½, 9, 9½, 10, 10½.
16-143 Postpaid, pair..... 39c



B
Special
VALUE

25¢ Dull-Finished Rayon Hose
Pair

Ⓑ Enjoy the luxury of smart, flattering hosiery at this amazingly low price! Plain knit Rayon made with dull finish. Mock seams and fashion marks. Comfortable seamless feet. Reinforced at heels and toes for extra strength and wear.

Medium Beige, Medium Suntan, Gunmetal.
Women's Sizes 8½, 9, 9½, 10, 10½.
16-142 Postpaid, pair..... 25c

33¢ "Chardonized" Rayon Hose
Pair

Ⓓ Good-wearing Rayon hose with "Stretchee" tops for a smooth un-wrinkled fit. Chardonized to give them a desirable dull finish. Made with seamless feet for comfort. Reinforced heels and toes. They're exceptionally good value.

Med. Beige, Med. Suntan, Beige Taupe, Gunmetal.
Women's Sizes 8½, 9, 9½, 10, 10½.
16-144 Postpaid, pair..... 33c



D

"Chardonized"
RAYON
WITH
STRETCHEE
TOP



SOLD ONLY IF INCLUDED
39¢
PAIR
IN ORDER OF
5.00
OR OVER

5.00 SPECIAL
Pure Silk Service Weight
or Pure Silk Sheer Chiffon

Two excellent qualities at this very special price—your choice of Pure Silk Service Weight or Pure Silk Sheer Chiffon in the very newest shades for Spring and Summer. Made with mock seams and fashion marks, reinforced at heels and toes to give the maximum of wear. **Sold only if included in an order amounting to 5.00 or over.** An opportunity to replenish your hosiery supply.

Brisk, Golden Dawn, Mist Beige, Gunmetal, Black, White.
Women's Sizes 8½, 9, 9½, 10, 10½.
16 R 145 Pure Thread Silk Service Weight.
16 R 146 Pure Silk Sheer Chiffon.
Special Price, **39¢**
Postpaid, pair.....

Wool-and-Cotton Hose **39¢**
Pair
Long-wearing stockings of sturdy Wool reinforced with Cotton for extra strength. Made with seamed backs and well-shaped seamless feet reinforced at heels and toes. Priced to give outstanding value for your money. Colors: Medium Fawn, Toasty, Grey, Black, White.
Sizes 8½, 9, 9½, 10, 10½.
16-147 Postpaid, pair... 39c

All-Wool Cashmere **50¢**
Pair
Well-made and very durable for everyday wear. All-Wool Cashmere stockings with comfortable seamless feet, mock seams and fashion marks. Double soles and reinforced at heels and toes.
Med. Beige, Gunmetal, Dark Fawn, Black.
Sizes 9, 9½, 10, 10½.
16-148 Postpaid, pair... 50c



Wool
REINFORCED
WITH
COTTON
OR
All-Wool
HOSIERY

Rayon-on-Fine Lisle **35¢**
Pair
Good-quality stockings of Rayon-plated-on-Lisle, made with mock seams and fashion marks.
Gunmetal, Medium Fawn, Toasty (med. suntan), Caribou (med. brown).
Sizes 8½, 9, 9½, 10, 10½.
16-149 Postpaid, pair... 35c

Rayon-on-Fine Cotton **25¢**
Pair
Rayon-on-Fine Cotton stockings with reinforced heels and toes, mock seams and fashion marks.
Gunmetal, Med. Fawn, Toasty (med. suntan), Caribou (med. brown).
Sizes 8½, 9, 9½, 10, 10½.
16-150 Postpaid, pair... 25c





Very Good Quality Mercerized Lisle

For the young girl to wear at school or play — serviceable stockings of fine-quality Mercerized Lisle knit in fine rib. Well reinforced at points of most strenuous wear. Popular weight for Spring and Summer. Now is the time to buy your children's hose for the season! Send your order in early!

Medium Fawn, White,
Medium Suntan.
Sizes 6, 6½, 7, 7½,
8, 8½, 9, 9½, 10.

16-151 Postpaid, pair..... **29¢**

Rayon-on-Lisle For Long Service

Very smart, very serviceable girls' stockings for Spring and Summer! Made from lustrous Rayon-plated-over-Lisle, and knit in fine rib stitch. The heels and toes are well reinforced, to stand hard wear. These stockings will give excellent service and look very dressy too! Wonderful value!

Medium Fawn, White,
Medium Suntan.
Sizes 6, 6½, 7, 7½,
8, 8½, 9, 9½, 10.

16-152 Postpaid, pair..... **29¢**

THREE SPECIALS FOR Misses



A

B

C



25¢ Good-Quality Pair Lisle Hose

(A) Misses' fine Lisle stockings made with seamed backs and fashion marks. Knit in fine rib and well reinforced at points of most strenuous wear. Seamless feet for added comfort.

Med. Beige, White, Suntan.
Sizes 7, 7½, 8, 8½, 9, 9½, 10.
16-153 Postpaid, pr. 25¢

29¢ Rayon-on- Pair Lisle Hose

(B) Very dressy! Good-quality Rayon-plated-over-Lisle stockings, with four-ply reinforced heels and toes for strength. Seamed backs and fashion marks.

Suntan, Medium Beige.
Sizes 7, 7½, 8, 8½,
9, 9½, 10.
16-154 Postpaid, pr. 29¢

35¢ Mercerized Pair Lisle Hose

(C) Misses' stockings of fine Mercerized Lisle with fashioned leg, seamless feet and double soles. Reinforced at heels and toes for wear.

Plaza Beige (med. suntan),
Black, White,
Swanky (med. fawn).
Sizes 8, 8½, 9, 9½, 10.
16-155 Postpaid, pr. 35¢

STOCKINGS FOR ACTIVE CHILDREN



15¢ Cotton Sockees

Pair Children's good-quality Cotton sockees knit in fine rib stitch with contrasting stripes on the Lastex cuffs. Good range of popular colors for Spring and Summer wear.

White, Fawn, Sky Blue,
Light Green, Canary, Pink.
Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½.
16-156 Postpaid, pair..... 15¢

19¢ Rayon-on-Cotton

Pair Dressy sockees for children. Made from lustrous Rayon-plated-over-fine Cotton. Lastex cuff with gay contrasting stripes. Reinforced heels and toes of white Cotton.

Pink, Sky Blue, Light Green,
Canary, White.
Sizes 4, 4½, 5, 5½, 6, 6½,
7, 7½, 8, 8½.
16-157 Postpaid, pair..... 19¢

17¢ Fancy Tuck Stitch

Pair Very smart sockees for children. Made from fine Cotton knit in the new tuck stitch. Lastex cuff for snug fit. Plain ribbed foot.

Sky Blue, Light Green,
White, Pink, Red.
Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½.
16-158 Postpaid, pair..... 17¢

23¢ Rayon-on-Lisle

Pair Children's Rayon-plated-on-Lisle sockees with fancy striped Lastex cuff. Reinforced at heels and toes for extra wear. Popular range of pastel colors for Summer.

Colors: White, Light Green,
Canary, Sky Blue.
Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½.
16-159 Postpaid, pair..... 23¢

15¢ Fancy Marl Cotton

Pair Always popular for boys or girls! Fine-quality sockees of fancy striped Marl Cotton with Lastex cuffs for a snug fit. Good weight for Summer wear. Excellent value at this extremely low price. Order early!

Colors: Grey, Fawn, Blue.
Sizes 6, 6½, 7, 7½, 8, 8½.
16-160 Postpaid, pair..... 15¢

Serviceable FOR EVERYDAY



Sturdy
Cotton

15¢
PAIR



All-
Wool

39¢
PAIR

Good-Quality Hose Extremely Low-Priced

Wonderful value for the money! Dependable-quality Cotton stockings for boys and girls. Knit in fine 1 x 1 rib stitch and well reinforced at heels and toes to give the maximum of wear. Right weight for Spring and Summer. Range of practical colors.

Black, Brown, Medium Beige, White.
Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.
16-161 Postpaid, pair..... 15¢

Serviceable Quality For School and Play

One of our biggest stocking values! Made from All Wool knit in 1 x 1 rib stitch, and well reinforced at heels and toes for added strength and wear. Good length that comes well up over the knee. For boys or girls. Exceptionally good quality.

Colors: Medium Fawn, Dark Fawn.
Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½.
16-162 Postpaid, pair..... 39¢

DURABLE AND COMFY

VALUE in Every Pair



- | | | | | |
|---|---|---|--|--|
| Combed Cotton Pair 19¢
Children's Cotton Cashmerette hose (combed cotton). Well reinforced at heels and toes.
Medium Beige, Fawn, White.
Sizes 4, 4½, 5, 5½, 6, 6½.
16-163 Pair. 19¢ | Rayon-on-Wool Pair 35¢
Infant's stockings of Rayon-on-Wool. Reinforced heels and toes. Good value!
Colors: White, Medium Fawn.
Sizes 4, 4½, 5, 5½.
16-164 Pair 35¢ | Wool-and-Cotton Pair 27¢
Infant's Wool-and-Cotton hose. Reinforced at heels and toes for best service.
Colors: White, Medium Fawn.
Sizes 4, 4½, 5, 5½.
16-165 Pair 27¢ | Rayon-on-Lisle Pair 25¢
Rayon-on-Lisle hose for infants. Knit in 1 x 1 rib. Well reinforced heels and toes.
White, Pink, Sky, Fawn.
Sizes 4, 4½, 5, 5½.
16-166 Pair 25¢ | All-Wool Cashmere Pair 35¢
Infant's All-Wool Cashmere hose knit in 1 x 1 rib. Well reinforced heels and toes.
Colors: White, Medium Beige.
Sizes 4, 4½, 5, 5½.
16-167 Pair. 35¢ |
|---|---|---|--|--|



COTTON RIBBED Hose



Children's 1 x 1 Rib Cotton

Made to stand hard wear and priced to give best value! Sturdy Cotton stockings for boys and girls, knit in 1 x 1 rib to foot. Seamless feet, well reinforced heels and toes. Excellent quality for school and play!
Med. Beige, White, Brown, Black.
Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.
16-173 Postpaid, pair. 17¢

Cotton Hose in 2 x 1 Rib

Fine-quality Cotton stockings for boys and girls. Knit in 2 x 1 rib stitch from top to toe. Made with comfortable seamless feet, well reinforced at heels and toes to give extra strength. Come well up over the knee.
Practical colors: Black or Brown.
Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.
16-174 Postpaid, pair. 17¢



COTTON GOLF HOSE

25¢ PAIR

Boys' All-Wool Knicker Hose

(A) Here's a Simpson Special that spells real value! Boys' fine-quality All-Wool knicker hose in ¾ length, knit in 1 x 1 rib. Made with Lastex tops striped in contrast. Reinforced at points of most strenuous wear. Fine quality for Spring and Summer. Order several pairs, now!
Colors: Fawn, Grey, Dark Blue, Brown.
Sizes 6, 6½, 7, 7½, 8, 8½.
16-168 Postpaid, pair. 29¢

Cotton Marl Golf Hose

(B) Boys' ¾ length knicker hose made from fine-quality Cotton Marl in 5 x 1 rib. Turn down cuffs with fancy pattern in contrast. Heels and toes are well reinforced to give longer wear. Excellent value at this very low price!
Practical colors: Fawn, Grey, Brown.
Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.
16-169 Postpaid, pair. 25¢

Worsted Wool and Cotton

(C) Boys' sturdy knicker hose in ¾ length. Made from worsted Wool yarns reinforced with strong Cotton. Knit in 5 x 1 rib stitch. Lastex tops with colorful stripes in contrast. Heels and toes reinforced. A dependable hose that will give exceptionally good service.
Colors: Oxford Grey, Blue Heather, Brown Heather.
Sizes 8, 8½, 9, 9½, 10, 10½.
16-170 Postpaid, pair. 39¢

Reinforced Wool Golf Hose

(D) Very good-looking boys' knicker hose in ¾ length, made from fine Wool yarns reinforced with Cotton for added strength. Knit in 5 x 1 rib stitch with plain foot and well reinforced heels and toes. Turn-down Lastex cuffs with smart pattern in contrasting color.
Popular colors: Grey, Navy, Brown.
Sizes 7, 7½, 8, 8½, 9, 9½, 10.
16-171 Postpaid, pair. 45¢

Cotton Marl Knicker Hose

(E) Boys' ¾ length knicker hose of fine soft Cotton Marl knit in 5 x 1 rib stitch. Plain foot with reinforced heel and toe. Lastex top with colored stripes in contrast. A good light-weight hose for Spring and Summer wear.
Practical colors: Grey, Blue, Fawn.
Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.
16-172 Postpaid, pair. 21¢



RE-INFORCED Worsted 39¢ PAIR



RE-INFORCED Wool 45¢ PAIR



COTTON Marl 21¢ PAIR

Sturdy WOOL-WITH-COTTON Hose



Boys' and Girls' Wool-and-Cotton Hose

For Spring and Summer

Good Quality . . . Low Price

Outstanding value in stockings for boys and girls! Fine-quality Wool mixed with sturdy Cotton yarns for added strength. Knit in fine 1 x 1 rib stitch to the foot. Heels and toes are strongly reinforced to give the maximum of wear. Made in good length that comes well up over the knee. Don't miss this opportunity to buy your children's hosiery for Spring and Summer at this special price! Practical colors.

Medium Beige, Fawn, Brown, Black.

Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.

16-175 Pair. 29¢

SIMPSON'S LOW CASH PRICES ★ 55



FASHION-WISE GLOVES

for All Occasions

IMPORTANT *Style* DETAILS

119 Smart Pair Cuffs

Capeskin gloves to complete your Spring outfit. The new scalloped cuff is very smart, and just the right finish is added by the contrasting stitching and binding.

Black, Brown, Navy.

Sizes 6, 6½, 7, 7½, 8.

15-100 A Pair 1.19

45¢ Leather Pair Trimmed

Chamoisette gloves made in distinctive design with three tucks on the back, and leather wrist strap with metal ring. Neatly bound cuff top. Nice weight for Spring.

Med. Beige, Wine, Navy, Brown.

Sizes 6, 6½, 7, 7½, 8.

15-101 A Pair .45c

49¢ Zipper Pair Cuffs

Ultra-modern... fashioned in fine Chamoisette with zipper closing on the neatly bound cuffs. Novel raised design on the back is accentuated with stitching in contrast. A well-made glove that may be worn with your tailored or dressy costumes. Very low priced for such style!

Medium Beige, Navy, Grey, Brown.

Sizes 6, 6½, 7, 7½, 8.

15-106 A Pair .49c

29¢ Tucked Pair Motif

Proof that you can be gloved smoothly without paying a large price! These fine-quality Chamoisette gloves are distinctively trimmed with tucking and embroidered dots on the back. You will feel well-dressed in them on any occasion.

Medium Beige, Brown, Grey, Navy.

Sizes 6, 6½, 7, 7½, 8.

15-107 A Pair .29c

149 Zips at Pair the Cuff

An eye-catching departure from the regular tailored styling is this zippered Capeskin glove. Top is bound in smart contrast to match the neat stitching. Made to give you the slim-fitting luxury every woman enjoys—at a price easily within your clothes budget. Wear a pair with your new Spring costume!

Black, Brown, Navy.

Sizes 6, 6½, 7, 7½, 8.

15-108 A Pair 1.49

VALUE- LEADER in CAPESKIN 98¢ PAIR

The Tailored Slip-On Glove

Tailored and always in good taste! Capeskin gloves in slip-on style with scalloped edge and neat stitching. Good value at this price.

Black, Brown, Navy.

Sizes 6, 6½, 7, 7½, 8.

15-102 A Pair .98c

Same style, colors and sizes as above in better-quality Capeskin.

15-103 A Pair 1.19

139 New Cuff Pair Interest

(A) Good-quality Capeskin gloves with new split cuff. Stitched and bound in contrast.

Black, Brown, Navy.

Sizes 6, 6½, 7, 7½, 8.

15-104 Pair 1.39

39¢ Simplex Pair Slip-Ons

(B) Chamoisette gloves in slip-on style. Scalloped tops.

Beige, Brown, Grey, Navy,

Chamois, White, Black.

Sizes 6, 6½, 7, 7½, 8.

15-105 Pair .39c

POPULAR *Bengaline* GLOVES

Latest Design In Bengaline

50¢ Pair

A favorite fabric in a brand new setting—Bengaline with novel tucking and self loops to trim the back. Top is cut in slight point. Neatly bound.

Colors: White, Navy, Grey, Brown.

Sizes 6, 6½, 7, 7½, 8.

15-111 Postpaid, pair .50c

Zippered Back Fancy Tucking

49¢ Pair

The tailored influence shows itself in this simple Bengaline glove with its zippered top and zig-zag tucking on wrists and back. Neatly bound.

White, Beige, Navy, Brown, Black.

Sizes 6, 6½, 7, 7½, 8.

15-109 Postpaid, pair .49c

Embroidered Eyelet Design

45¢ Pair

A new angle on the regular slip-on style in this modern Bengaline glove. Embroidered eyelets and stitching enhance the simple lines.

Colors: White, Beige, Navy.

Sizes 6, 6½, 7, 7½, 8.

15-110 Postpaid, pair .45c

SMARTLY *Distinctive*

New Ribtex Slip-On Style

49¢ Pair

Very tailored Ribtex slip-on with contrasting piping and self-covered button.

Colors: White, Navy, Brown.

Sizes 6, 6½, 7, 7½, 8.

15-112 Postpaid, pair .49c

Slip-On Glove of Knit-Rayon

35¢ Pair

An inserted stitched self-panel trims the back of this Rayon Glove.

White, Navy, Beige, Black.

Sizes 6, 6½, 7, 7½, 8.

15-113 Postpaid, pair .35c

Tuck-Trimmed Chamoisette

39¢ Pair

Fine-quality Chamoisette glove with fancy stitched tuck design.

Colors: Beige, Navy, Brown.

Sizes 6, 6½, 7, 7½, 8.

15-114 Postpaid, pair .39c

Big Value
HERE



A



B

SMART FOR Spring!

FANCY Slip-on CAPESKIN

100 PAIR



59¢ Hand Sewn Pair

Wear these classic slip-ons anywhere, everywhere — they're equally smart for sports or dress! They fit perfectly, and the contrasting hand-stitching finishes them off to perfection. Made from sturdy "Simplex" cloth they will stand plenty of hard wear, and of course they wash beautifully.

Beige, White, Chamois, Burnt-Earth (warm rust tone), Navy, Brown, Black.

Sizes 6, 6½, 7, 7½, 8.
15-118 Postpaid, pair.... 59¢

5.00 Order Special

89¢ Pair

(A) Lightweight Capeskin gloves in slip-on style with scalloped tops. Made to give that sleek look so desirable in tailored gloves. **Sold only as part of a 5.00 order or over** from our catalogues.

Colors: Black, Brown, Navy.
Sizes 6, 6½, 7, 7½, 8.

15R115 Postpaid, pair 89¢

Chamoisette with Zipper

59¢ Pair

(B) Very trim, very good-looking double-woven Chamoisette gloves with two rows of raised stitching on the back and a zipper to close the neatly bound top. Well-made to give satisfactory service.

Beige, Navy, Brown, Black.
Sizes 6, 6½, 7, 7½, 8.

15-116 Postpaid, pair. 59¢

Slip-On Capeskin with Applique

(C) Cuff interest is provided by the modern applique motif that adorns the back of this tailored Capeskin glove. The seams are finely stitched in contrast to add further smartness. Have a pair to start the Spring season! — they're priced extremely low!

15-117 Colors: Black, Brown, Navy. } **Special Price, Postpaid, pair 1.00**
Sizes 6, 6½, 7, 7½, 8.

DEFTLY TAILORED



New Pigtex Glove Split Cuff and Strap

1.59 Pair

Be individual in your choice of gloves! Wear these ultra-modern Pigtex slip-ons with your Spring tailleurs. The split cuff is trimmed with two self-straps. Made to give long wear.

Colors: Black, Brown, Natural.
Sizes 6, 6½, 7, 7½, 8.

15-119 Postpaid, pair..... 1.59

Fancy Capeskin in Tucked Design

1.29 Pair

Very soft Capeskin, beautifully cut for a smooth fit. The back is deftly tucked and stitched in a neat design. Looks like a much more expensive glove, and costs so little!

Colors: Black, Brown, Navy.
Sizes 6, 6½, 7, 7½, 8.

15-120 Postpaid, pair..... 1.29

Leather Lacing on Imported Kid

1.98 Pair

Rows of contrasting laces are deftly stitched through the backs of these slip-on gloves of fine-quality Imported Kid. Scalloped cuffs split at sides. Very new!

Colors: Black, Brown, Navy.
Sizes 6, 6½, 7, 7½, 8.

15-121 Postpaid, pair..... 1.98

New Slip-On Glove with Elastic Strap

1.98 Pair

Distinctively tailored and definitely suitable for all occasions! Slip-on style of fine-quality Imported Kid with self-covered elastic wrist band for a snug fit.

Colors: Black, Brown, Navy.
Sizes 6, 6½, 6¾, 7, 7¼, 7½.

15-122 Postpaid, pair..... 1.98

DRESSY GLOVES...for Children



NEW style TRENDS

Diagonal Zipper

49¢ Pair

Classic slip-on of good-quality Rayon with novel tucked design, and zippered diagonally at the top. A very practical yet dressy glove for Spring wear!

Grey, White, Brown, Navy, Black.
Sizes 6, 6½, 7, 7½, 8.

15-123 Postpaid, pair..... 49¢

Tucked Bengaline

39¢ Pair

The clever tucking and square scalloped top add just enough trimming to this slip-on glove of lustrous Bengaline. Very low-priced for such style and quality!

Colors: White, Navy, Brown.
Sizes 6, 6½, 7, 7½, 8.

15-124 Postpaid, pair..... 39¢

Capeskin

98¢ Pair

Boys' and Girls' Capeskin gloves with dome fastener at wrist. Good-wearing quality, low-priced to give best value.

In Tan only.
15-125 Sizes 2 to 14 years.

Chamoisette

25¢ Pair

Children's plain slip-on gloves of good-quality Chamoisette with rows of tucking on back for smart trimming.

Med. Beige, Navy, White.
15-126 Sizes 7 to 14 years.

Zippered

39¢ Pair

Children's gloves of double-woven Fabric Cloth in slip-on style with zippered back closing.

Med. Beige, Navy, Brown, White.
15-127 Sizes 7 to 14 years.

Order Your Spring Gloves by Mail from SIMPSON'S

USE THE BUDGET CLUB SEE PAGE 210 X 57

Important COSTUME Accessories



Smartly Tailored Crepe Topper 65¢

A new high-fashion for dress or suit. Crepe Topper with shirring under the narrow collar and at the tie-back waist. Fits all sizes. White, Eggshell, Pink, Maize, Red.

10-100 Postpaid..... 65c

Chic All-Over Lace Vestee 59¢

Demurely feminine indeed is this gauzy All-over Lace Vestee for your suit or dress. Close-fitting collar with tiny bow and cascading jabot. Fits all sizes. Lovely Spring colors. White, Sky-Blue, Pink, Maize.

10-101 Postpaid..... 59c



Pure Silk in Colorful Square 39¢

Wear this sporty Pure Silk Square as a triangle scarf, or tie it casually peasant fashion under your chin. You'll love the gay colorings and new clever designs that make it perfect for so many uses. In generous size. Comes in three popular shades. Red, Brown, Royal Blue.

10-102 Postpaid..... 39c

Dainty Sheer Georgette 29¢

Hand rolled edges. May be knotted back or front. About 20 ins. square. Navy Blue, White, Orange, Bright Green, Bright Red, Royal Blue.

10-105 Postpaid..... 29c

Silk Knot for square to slip through. Same colors as above.

10-106 Postpaid..... 15¢

Rayon Satin Ascot Scarf 39¢

Shining Rayon Satin Ascot with neatly fringed ends. About 8 x 38 inches. Without initial. White, Paddy Green, Royal Blue, Gold.

10-103 Postpaid..... 39c

With one initial. All initials except I, Q, U, V, X, Y, Z.

10-104 Postpaid..... 49¢



Wear a Jabot of Dainty Lace 65¢

(A) Exquisitely patterned of tiny rows of Lace with fagot design down front-band. White only.

10-114 Postpaid..... 65c

Peter Pan Pique Collar 29¢

(B) Demurely styled Peter Pan collar of Pique. White only.

10-112 Collar only..... 29c

10-113 Collar-and-Cuffs.... 35c

Organdie Collar with Lace 39¢

(C) Organdie with fagotting and lace creates this collar.

10-109 White only..... 39c

Lacey Jabot with Bow 29¢

(D) This Jabot features tiers of delicate Lace topped by bow.

10-107 White only..... 29c

Rayon Satin Pleated Jabot 45¢

(E) Dressy Jabot of Rayon Satin deftly pleated. White, Eggshell.

10-111 Postpaid..... 45c

Button-Trimmed Crepe Jabot 45¢

(F) Tailored Crepe Jabot with buttons and bow used for a smart finish. Dainty lace edge around pleated frill. White, Eggshell.

10-108 Postpaid..... 45c

Novelty Triangle with Ornament 39¢

(H) Two-tone triangle of Crepe with neckline caught by costume jewelry pin. Green-with-Brown; Brown-with-Yellow; Red-with-White; Navy-with-White.

10-110 39c



Circular Veil of Silk Net 25¢

Choice of design or Chenille dot. Black, Brown, Navy.

10-115 Fancy Design.

10-116 Chenille Dot.

Postpaid..... 25c



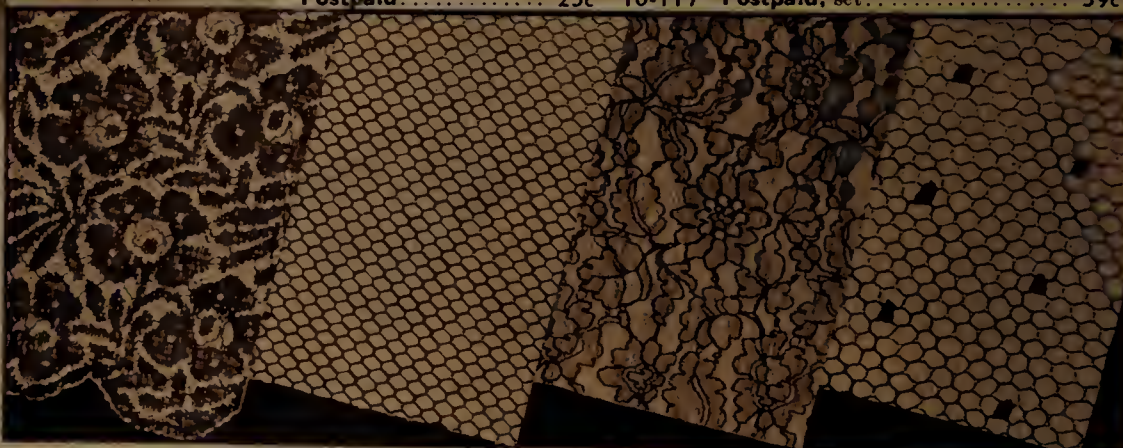
Suede Belt and Flower To Brighten Your Frock 59¢

Suede belt with self-covered huckle and matching flower. Sizes 28, 30, 32.

Brown, Black, Navy, Royal Blue,

Paddy Green, Red.

10-117 Postpaid, set..... 59c



Radium Lace Flouncing 65¢ Yd.

10-118 Abt. 33 ins. wide. Beige, White, French Blue, Navy, Pink, Wine, Black, Brown.

Lustrous Rayon Silk 69¢ Yd.

10-120 Silk net for frocks. Abt. 72 ins. wide. Eggshell, Powder Blue, Pink, Black, White.

Silk Corded Lace Flouncing 79¢ Yd.

10-119 Abt. 33 ins. wide. Lovely Lace Flouncing. Black, Navy, Royal Blue, Wine, Beige, Green, Rust.

Exquisite Point d'Esprit 69¢ Yd.

10-121 Cotton Point d'Esprit. Abt. 72 ins. wide. Pink, Yellow, Powder Blue, Eggshell, Nile, White.



Lace Pleating in Two Tiers 25¢ Yd.

Wispy Lace Pleating in two frilly tiers. About 1 1/4 inches wide. In White only.

10-124 Postpaid, yard.... 25c

Rayon Satin Pleating 35¢ Yd.

Softly gleaming Rayon Satin Pleating. Width of about 2 inches. In White only.

10-123 Postpaid, yard.... 35c

Net Pleating for Trimming 25¢ Yd.

Frisly Net Pleating for ruffles or edgings. About 1 inch in width. In White only.

10-122 Postpaid, yard.... 25c



Gardenia with Bud 19¢

10-125 Creamy White Gardenia with leaves and wee hud to wear with every type of costume.

Ice-Box Violets 25¢

10-126 Fragrant bouquet of perfumed ice-box Violets in natural color for that final note of chic.

Three Dainty Rosebuds 25¢

10-127 Ice-box corsage of exquisitely perfumed Rosebuds. Touch of fern. Tea Rose, Yellow, Red.

Cluster of Spring Flowers 25¢

10-128 Colorful ice-box boutonniere of gay Spring flowers. Delicately scented. Perfect accent for Spring.

Final Touches of FLATTERY



Real Silk Double Ascot 59¢

Stimulate your new Spring outfit with this colorful double Ascot of hand-painted Real Silk. Comes in a range of lovely practical colors with vividly contrasting designs. Made in generous length.

Royal Blue, Brown, Green, Red.

10-129 Postpaid..... 59c

Colorful Plaid Set 45¢

(A) Rayon Plaid collar and cuff set. Dainty pleated frill adds a delightful feminine touch. Wide color selection.

Black-and-White; Brown-and-Yellow; Blue-Black-and-White; Red-Black-and-White.

10-130 Postpaid 45c

Fagotted Pique 59¢

(B) Crisp and fresh-looking collar of Fagotted Pique. Dainty lace edge with flower design and perky bow at neck. Fastens neatly at the back with dome. Smart with any frock. In White only.

10-132 Postpaid 59c

Rayon Satin 29¢

(C) A shining Rayon Satin collar with closely pleated frill. Chic pussy-cat bow finishes the close-fitting neckline. Comes in two popular colors. Priced for excellent value.

White, Eggshell.

10-131 Postpaid 29c

Frilly Set of Satin and Lace 59¢

A collar and cuff set such as this adds a festive note to your dark frocks! Fashioned of alternating rows of exquisite Lace and closely pleated Satin. The collar is topped by a chic little bow. Dainty cuffs made semi-circular style. Comes in two of the smartest shades. Very good-looking and moderately priced.

White, Eggshell.

10-133 Postpaid, set..... 59c

Smart Guimpe of Point d'Esprit 79¢

You'll find this flatters that new Spring suit beyond all your expectations. Delicately lovely Point d'Esprit Guimpe with high neckline finished by tiny bow. Three full ruffles daintily lace-edged. Domes at the back.

Pink, White, Maize.

Sizes: Medium, Large.

10-134 Postpaid..... 79c



Hankies of Lawn 6 for 29¢

Daintily hand-embroidered White Lawn hankies. Four applied corners. About 11 inches square. 10-135 Postp'd 6 for 29c

Ladies' Hankies 6 for 19¢

Fine quality White Lawn. About 10 inches square. 10-136 Postpaid 6 for 19c
Fine White Linen hankies. 10-137 Postpaid 6 for 29c

Gay Sport Print Hankies 6 for 25¢

Colorful assortment of designs on fine White Lawn. To tuck in your suit pocket. About 11 inches square. 10-138 Postpaid 6 for 25c



Men's Lawn Handkerchiefs 6 for 39¢

Men's fine White Lawn handkerchiefs neatly hemstitched. Practical size for general use. 10-139 Lawn.... 6 for 39c
10-140 Linen... 6 for 59c

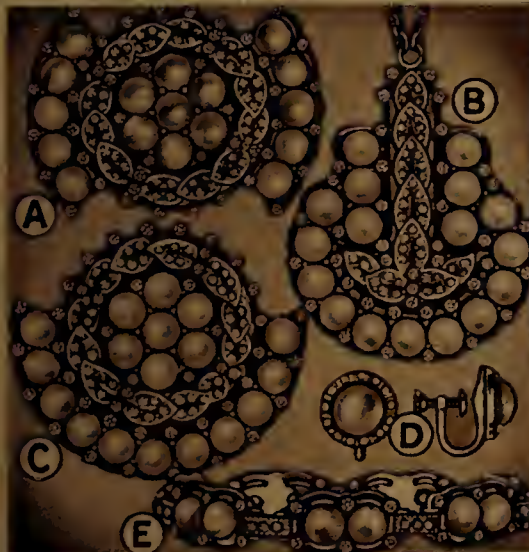
Serviceable Khaki Hankies 4 for 25¢

Men's practical khaki handkerchiefs of good quality Lawn. Excellent value at this very low price. Generous size. 10-141 Postpaid 4 for 25c

Striped Lawn Boys and Men 4 for 29¢

Fine White Lawn handkerchiefs with plain colored stripe borders. Generous everyday size. 10-142 Boys'..... 4 for 29c
10-143 Men's.... 3 for 29c

COSTUME JEWELRY



Lovely Pastel Colors with Rhinestones

The full beauty of the colorful moonstones is brought out by the rhinestones and the dainty black outline. Far more attractive than the picture. Set in white metal. Each piece is artistically designed. Very smart when worn alone and two or more pieces are a perfect addition to your costume. Very good value.

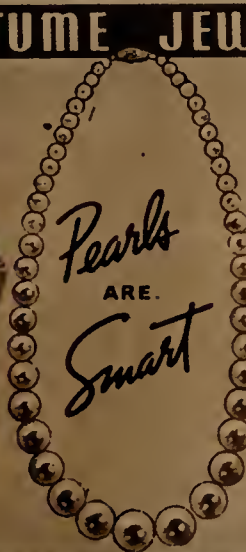
(A) 11-179 Brooch. (C) 11-177 Clip.
(B) 11-178 Pendant. (D) 11-176 Earrings. } 1.00
(E) 11-175 Bracelet. Each



Two-Strand

Pearls are so flattering, and in good taste with almost any costume. This graduated two-strand necklace is of lustrous creamy simulated pearls with attractive round shape pearl and rhinestone-set clasp.

11-180 Postpaid 1.00



Single-Strand

The single-strand pearl necklace never loses its charm or popularity. You will be delighted with the superior quality of these beautifully graduated simulated pearls. Has sterling silver safety clasp.

11-181 Postpaid 1.00



Three-Strand

Add a note of perfection to your costume with this good-looking three-strand pearl necklace. Lustrous, creamy simulated pearls. Round clasp set with a large pearl and gleaming rhinestones.

11-182 Postpaid 1.00



Richly-Colored Stones in Antique Setting

It is a copy of the beautiful styles of long ago with its massive setting and lovely colors. Choice of Sapphires in silver-colored setting or multi-colored stones (Emerald, Sapphire and Ruby) in gilt setting. These are well-cut rich-looking, simulated stones of good quality.

(A) 11-184 Clip. (B) 11-183 Bracelet. } 1.00
(D) 11-185 Brooch. (C) 11-186 Pendant. Each
(E) 11-187 Earrings.



Locket with Chains... Three Smart Styles

Leaf design. Two places for pictures. Sterling silver. 11-188 4.95

Same as above. Natural Gold-filled. 11-189 5.95

Dainty pressed cameo mounted in gilt-finished antique - style setting. Two places for pictures. Heavy chain. 11-190 1.49

A gilt-finished round locket in a conventional design with heavy chain. Two places for pictures. Very smart. 11-191 1.00



Key-to-My-Heart Bracelet

A novel charm bracelet that carries a message. So different, and very attractive.

11-194 Natural Gold color..... 1.00



Stone-Set

Earrings with birthstone (simulated) on sterling silver mounts. 11-195... 1.00

Pearl-Set

Stud earrings set with good-quality medium-sized simulated pearls. 11-196.... 25¢



THE HIDDEN TREASURE

Fine-Quality... Very Good Value

Twist the bar, and "Presto" you have two places for your chosen pictures—a smart and novel idea! Gilt-finished.

Necklet. 11-197.... 98¢ | Brooch. 11-198 98¢



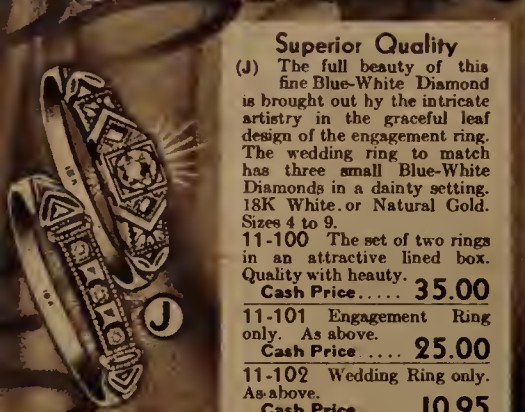
Bracelets... Two Popular Styles

Clip-on sterling silver bracelet. Engraved leaf pattern. Name or initials engraved. 1-inch wide. 11-192 Each 1.49

Gilt-finished bracelet with rich-looking floral design overlay. Snap-on fastener. 1-inch wide. 11-193 Each 1.00

SIMPSON'S LOW CASH PRICES × 59

QUALITY DIAMOND RINGS



Distinctive Style

(A) An exceptionally low price for such fine quality. Flower scrolls form a dainty pattern at each side of the square setting. 14K White or Natural Gold. 4 to 9.
11-106 Cash Price..... 7.95

Engraved Design

(B) A richly decorated square setting that adds greater beauty to the fine-quality Blue-White Diamond. 18K White or Natural Gold. Moderately priced. 4 to 9.
11-107 Cash Price..... 10.00

Very Fine Quality

(C) Fashionably styled in scroll design accented with engraving. Blue-White Diamond is mounted in a smart square setting. 18K White or Natural Gold. 4 to 9.
11-108 Cash Price..... 15.00

Three Diamonds

(D) One small Diamond on each shoulder adds to the beauty of the fine-quality Blue-White Diamond in a square setting. 18K White or Natural Gold. 4 to 9.
11-109 Cash Price..... 19.95

Pierced and Engraved

(E) A large Blue-White Diamond held securely in a claw setting with a small Diamond on each shoulder. 18K White or Natural Gold. 4 to 9.
11-110 Cash Price..... 25.00

Five Diamonds

(F) Exceptionally beautiful is the large Blue-White Diamond with two small Diamonds on each shoulder. A popular new style. 18K White or Natural Gold. 4 to 9.
11-111 Cash Price..... 37.50

"True Love" Design

(G) Fine-quality 1/2 carat Blue-White Diamond with two small Diamonds set in twin hearts on each shoulder. 18K White or Natural Gold. 4 to 9.
11-112 Cash Price..... 47.50

Claw Setting

(H) Radiantly lovely 1/2-carat Blue-White Diamond displayed in a claw setting with small White Diamond at each side. 18K White or Natural Gold. 4 to 9.
11-113 Cash Price..... 55.00

Above Rings 10 Months to Pay. See Page 210 for full details.

Diamond Rings are Made to Order. Allow a Few Days for Making.



Lovely
WEDDING RINGS

Tiffany Style

(A) Ladies' 18K Natural Gold. Sizes 4 to 9.
11-114 Postpaid..... 5.95

Same as above. 14K Natural Gold.
11-115 Postpaid..... 5.00

Same as above. 10K Natural Gold.
11-116 Postpaid..... 4.00

Men's Tiffany style wedding ring. 10K Natural Gold. Sizes 8 to 12.
11-117 Postpaid..... 7.00

Beautifully Engraved

(B) 18K White or Natural Gold. Sizes 4 to 9.
11-118 Postpaid..... 5.00

As above. 14K.
11-119..... 3.95

As above. 10K.
11-120..... 2.95

Diamond Set
(C) 18K White or Natural Gold. 3 Diamonds. Sizes 4 to 9.
11-121 Postpaid..... 10.95

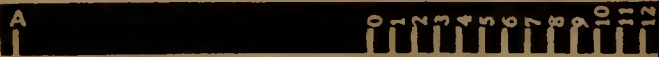
As above with 5 Diamonds.
11-122..... 14.95

Hand-Carved

(D) Engraved in an exquisite pattern. 18K White or Natural Gold. 11-123 4 to 9.
Postpaid..... 6.95

Same as above. 14K White or Natural Gold
11-124 Postpaid..... 5.95

Specially Engraved
(E) Wedding ring to match any engagement ring. 18K White or Natural Gold. Engraved all around. Specially made to order.
11-125 Postpaid..... 8.50



Children's Fine-Quality Engraved Rings

| Name Ring | Heart-Shaped | Oval-Shaped |
|---|--|---|
| 10K Natural Gold. Name engraved free. 1 to 6. | Babies' dainty, attractive 10K Gold Signet ring. Any initial engraved free. Very low-priced. 1 to 4. | A popular style. 10K Gold Signet ring. Any initial engraved free. Very good quality ring. 1 to 6. |
| 11-126 1.95 | 11-128 98¢ | 11-129 1.50 |
| Same in Sterling Silver. | | |
| 11-127 65¢ | | |

To use ring gauge shown at right, cut strip of paper to fit finger. Lay on gauge at A—the other end will show size.



Ladies' Onyx Ring
Onyx initial ring. 10K Natural Gold. Beautifully-carved top and shoulders. Very smart. 4 to 9.
11-130..... 5.00

Set with Marcasites
Ladies' dinner ring of Sterling Silver set with well-cut marcasites. Priced low. 4 to 9.
11-131..... 85¢

Ladies' Signet Ring
White Gold top is set with genuine Diamond. 2 initials free. 10K Natural Gold. 4 to 9.
11-132..... 6.95

Ladies' Signet Ring
Sterling Silver carved shoulders with 10K Natural Gold top. Any 2 initials free. 4 to 9.
11-133..... 1.50

Ladies' Signet Ring
Nicely engraved shoulders. 10K Natural Gold with White Gold top. 2 initials free. 4 to 9.
11-134..... 3.00

Ladies' Signet Ring
Sterling Silver set with Onyx. Gold shoulders. One raised initial free. Good quality and a popular design. 8 to 12.
11-135..... 2.95

Men's Signet Ring
A smartly styled, low-priced signet ring of 10K Natural Gold. Carved shoulders. 2 initials free. Sizes 8 to 12.
11-136..... 5.00

Men's Signet Ring
A very attractive signet ring of Sterling Silver. Nicely carved shoulders. Two initials engraved free. 8 to 12.
11-137..... 1.50

Men's Onyx Ring
Onyx initial or Emblem Ring of 10K Natural Gold. Any single raised initial or emblem free. 8 to 12.
11-138..... 6.95

Youths' Signet
Distinctive in design with its square top and engraved shoulders. 10K Natural Gold. Any two initials free. 7 to 11.
11-139..... 3.98

Men's Initial Ring
Sterling Silver set with Onyx. Gold shoulders. One raised initial free. Good quality and a popular design. 8 to 12.
11-135..... 2.95

Men's Signet Ring
A smartly styled, low-priced signet ring of 10K Natural Gold. Carved shoulders. 2 initials free. Sizes 8 to 12.
11-136..... 5.00



Cathedral Strike Clock

The handsome Walnut-veneered case is designed with raised panels at each side. Attractive, silvered, skeleton dial is 6 inches across and covered with a convex glass. A full-tone mellow gong strikes the hours and half-hours. Accurate 8-day movement. A good-quality moderately-priced clock. 12 3/4" x 8 1/2".
11-151 Cash Price..... 9.95

Above Clocks 10 Months to Pay. See Page 210 for full details.

Westminster Chime Clock

Beautiful Butt Walnut front with silvered skeleton dial. Accurate 8-day movement. Sounds Westminster chime notes every quarter-hour and strikes the hours. About 14" x 8".
11-149 Cash Price 16.95

Normandy Chime clock same style as above. 8-day.
11-150 Cash Price 10.95



Chrome-Plated

(A) Neatly-styled chrome-plated alarm clock. Suitable for desk, radio or bedroom. About 3 1/2 inches across.
11-145 Postpaid..... 1.98

"Stylwood" Alarm
(B) Equally appropriate for the boudoir, radio or mantel. Butt Walnut Veneer finish. About 9 inches across.
11-143 Postpaid..... 3.95

"Hustler" Alarm
(C) An attractive little clock with unbreakable glass over face. Alarm shut-off at top. Enamel finish in Black, Rose or Green. About 4 inches across.
11-147 Postpaid..... 1.39

Kitchen Clock
(D) An up-to-the-minute style at a very low price. Reliable 8-day movement with hidden pendulum. Ivory-colored dial with Black easy-to-read numerals. This smart clock comes with choice of Red, Black or Green trim. About 9" x 7".
11-144 Postpaid..... 2.79

Alarm Clock
(E) Neat round style mounted on pedestal. Clear Black figures on 4-inch dial. Enamelled metal case in choice of Rose, Green or Black. Has clear-tone alarm.
11-146 Postpaid..... 1.29

Cuckoo Clock
(F) Hand-carved deer head, bird and leaves decorate this quaint wooden clock. Made in the Black Forest. Hands and figures are White. Cuckoo pops out every hour and every half hour. Clock strikes on the gong. Wind it by pulling up the weights. Size 11 1/2" x 14". Splendid value.
11-148 Postpaid..... 5.95



BIRTHDAY RINGS

| Birthday Ring | Birthday Signet | Birthday Ring |
|--|--|---|
| Choice of any birthstone. Nicely cut 10K Natural Gold. 4 to 9. | 10K Nat. Gold signet with two initials and any birthstone. 4 to 9. | Sterling Silver with carved shoulders and any birthstone. 4 to 9. |
| 11-142..... 1.95 | 11-141..... 3.95 | 11-140..... 1.00 |

Above Birthday Rings Set with any of These Beautiful Simulated Stones

| | | |
|-----------------|------------------|--------------------|
| Jan.—Garnet | May—Emerald | Sept.—Sapphire |
| Feb.—Amethyst | June—Alexandrite | Oct.—Rozircon |
| Mar.—Aquamarine | July—Ruby | Nov.—Topaz |
| Apr.—Crystal | Aug.—Peridot | Dec.—Zircon (Blue) |

60 x SIMPSON'S PAY POSTAGE

Please be sure to state initial wanted. Rings correctly initialed cannot be returned or the money refunded.

RELIABLE

TIME KEEPERS



6.95

Ladies' with Oval Dial
(A) 11-206 Chrome-plated case with "Star-brite" back. 15-Jewel Swiss movement. Link bracelet with adjustable clasp. Splendid value and good quality.

5.00

Ladies' Popular "Berne"
(B) 11-207 A neat round style that is so popular. An attractive Chrome-plated case having a dependable 15-jewel Swiss movement. Has clear numerals and a second hand. Smart link bracelet with adjustable clasp.

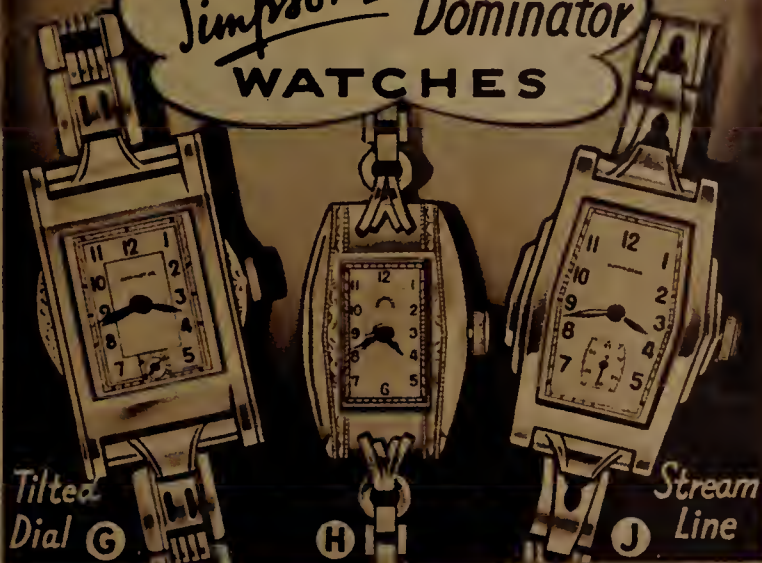
17.50

Ladies' Diamond-Set
(C) 11-208 A very beautiful wrist watch set with two good-quality diamonds. The top is Yellow 10K gold-filled and the back stainless steel. Very dependable shock-proof 15-jewel movement. Link bracelet with adjustable clasp. Very good quality at this moderate price.

(D)

In Lovely Gift Boxes

Simpson's "Dominator" WATCHES



Tilted Dial (D)

Ladies' Watch **11.50**

(D) 11-200 A lovely watch in a smart, neat design. Swiss 17-jewel "Dominator" movement. Link bracelet with adjustable clasp. Choice of Chrome or Natural Gold color case.

Ladies' Watch **11.50**

(E) 11-204 The "Marina" wrist watch—a great favorite. Reliable 17-jewel Swiss "Dominator" movement. Cord bracelet with strong clasp. Has White or Natural Gold color case.

14K Gold Case **18.95**

(F) 11-202 A distinctively smart style, beautifully designed. Has accurate 17-jewel Swiss "Dominator" movement. Cord bracelet with strong clasp. Solid 14K Natural Gold case.

Men's Watch **11.95**

(G) 11-203 Has angle dial for easy-reading. Reliable 17-jewel Swiss "Dominator" movement. Natural Gold color case. Link bracelet with secure clasp.

Ladies' Watch **11.50**

(H) 11-201 Accurate 17-jewel Swiss "Dominator" movement. Link bracelet with adjustable clasp. Chrome or Natural Gold color case. Very smart wrist watch.

Men's Watch **11.95**

(J) 11-205 A very reliable 17-jewel Swiss "Dominator" movement. Link bracelet with adjustable clasp. Has Chrome or Natural Gold color case.

Ladies' Elgin **35.00** CASH PRICE

Although small and dainty it is very reliable. The accurate 15-jewel precision movement is fitted in a Natural Gold color case. Has cord bracelet. Very smart. 11-216 Postpaid..... 35.00 10 Months to Pay. See Page 210.

Same as above but 7-jewel movement. 11-217 Postpaid..... 29.75 10 Months to Pay. See Page 210.

Men's Elgin **29.75** CASH PRICE

One of the newest models with a 15-jewel precision movement. Handsome case of Natural Gold color. Leather strap. 11-218 Postpaid..... 29.75 10 Months to Pay. See Page 210.

Same as 11-218 but has Chrome-plated case. 15-jewel movement. 11-219 Postpaid..... 27.50 10 Months to Pay. See Page 210.

Men's Low-Priced Wrist Watch With Silvered Dial

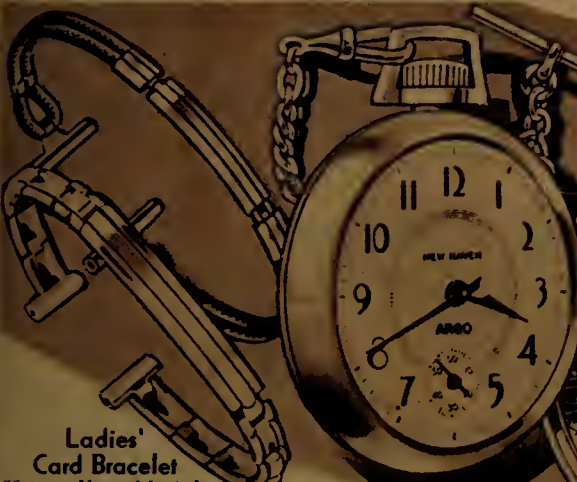
3.50

11-211 The popular "Thiel" watch in a plain design so much favored by men. Black figures and hands on a silvered dial. Fitted with strong black leather strap. An exceptionally good value at this low price.

Men's Curve-Fit Wrist Watch An Exceptional Value

12.95

11-213 Superb in style and value! Has the newest-style curved case for added comfort. Reliable 15-jewel movement in Natural Gold-colored case. Fancy leather strap. Choice of Luminous or Gilt figures on dial.



Ladies' Card Bracelet

Has adjustable clasp. Natural Gold color mounts. 11-231..... 89¢

Same as above. Chrome-plated. 11-232..... 50¢

Link Bracelet

Latest style. Adjustable clasp. Natural Gold color. 11-229..... 1.75

Same as above. Chrome-plated. 11-230..... 50¢

Far Bays or Workmen

11-220 A sturdily-built watch for everyday use, for work, or for school. A good time-keeper. Polished, nickel-plated case.

"Albert" Watch Chain

Has bar and clasp. White metal. 11-221..... 20¢

Waltham "Vanguard"

Cash Price

"Railroad" watch, noted for its durability and accuracy. Has 23-jewel lever movement adjusted to six positions. This watch passes the Railway's rigid inspection. 10K gold-filled case—"Fortune" quality.

11-222 Postpaid..... 59.75 10 Months to Pay. See Page 210.

Same as above. Solid nickel case. 11-223 Postpaid..... 48.75 10 Months to Pay. See Page 210.

Smart Lapel Watch

A sporty model for either men or women. Round dial with clear figures. Good reliable movement. Has cord and a button for the coat lapel. Choice of Black or Tan enameled case with nickelled trim. Popular and smart. 11-224..... 1.49

Elgin **24.75**

Cash Price

The "Transportation" model Elgin has a 17-jewel absolutely accurate movement. Gold color case of "National" quality. Large, clear dial. One of the best timepieces obtainable anywhere at its price. 11-227 Postpaid..... 24.75 10 Months to Pay. See Page 210.

Fob Chain with Secure Clasp Nickelled or Natural Gold color. 11-228..... 39¢

Men's Low-Priced Wrist Watch With Luminous Dial

5.00

11-214 Top value in a man's wrist watch. Has 15-jewel Swiss movement and luminous dial. Chrome case with stainless back. Link bracelet with adjustable clasp. A splendid, yet moderately priced watch.

Men's Chrome-Plated Wrist Watch Plain or Luminous Dial

11-215 It's superb styling, reliability and low-price combine to put this watch in a class by itself. Accurate 15-jewel movement in a Chrome-plated case. Fitted with link bracelet. Choice of plain or luminous dial.



Men's Watch Strap

Made of sturdy leather. Sweat-resisting. 11-235..... 50¢

Link Bracelet

The latest in men's watch bracelets. Natural Gold color. 11-233..... 1.75

Same as above. Chrome-plated. 11-234..... 50¢

Very Low-Priced **5.00**

11-225 An ideal watch at this exceptionally low price. Has Chrome-plated case and reliable 15-jewel movement.

Same as above with luminous dial. 10-jewel movement. 11-226..... 3.45

11-226..... 3.45

USE THE BUDGET CLUB SEE PAGE 210 X 61

**SIMPSON
SPECIAL
149**

PURSES *That HEADLINE The NEWEST STYLES*



Underarm Bag . . . Specially Priced

Good quality and low price combine to make it a real buy. A trim tailored style that is always in good taste. Made of morocco-grained leather reproduction. Six roomy compartments (2 with zipper) as well as a compartment for mirror and lipstick. Fitted with double mirror and attached coin purse. 2 initials. Black, Brown, Navy. $9\frac{1}{2}'' \times 7''$. 50-270 Postpaid 1.49



Genuine Leather

Sleek simplicity of style is the keynote of smartness in this roomy, soft, pouch bag with its tasseled zipper top. Fully rayon-lined. Coin purse and double mirror. Ticket compartment. Black, Brown, Navy. 50-271 $10'' \times 8''$ 2.59

Genuine Suede

Dressy pouch style topped with cleverly-designed gilt frame. Full rayon lining. Compartments for mirror, lipstick and tickets. Fitted with frame coin purse and double mirror. Black, Brown, Navy, Copper Rust. 50-272 $9'' \times 7''$ 1.98



FASHION'S FAVORITES

**1.00
EACH**

Zipper Top

(A) Leather reproduction enhanced by the two braided handles attached with gilt-finished ornaments. Coin purse, and mirror. Black, Brown, Navy, Copper Rust. $9\frac{1}{2}'' \times 8''$. 50-274 1.00

Embossed

(B) So rich-looking with its attractive "sculptured" embossing—so useful with its roomy interior and zipper top. Leather reproduction. Coin purse. Mirror. Black, Brown, Navy, Copper Rust. $9'' \times 7''$. 50-275 1.00

Pouch Style

(C) Plenty of style in its novel design and smart double handle. Made of pliable calf-grain leather reproduction. Change purse and mirror. Black, Brown, Navy, Copper Rust. $9'' \times 7\frac{1}{2}''$. 50-273 1.00

SMART AND PRACTICAL



Extra Large

Smart in Detail and So Practical

(A) A soft, dressy, dull-finished calf reproduction. Wonderfully well-made with four spacious compartments (one with zipper), also ticket compartments. Coin purse and mirror. Very low priced. Black, Brown, Navy. 50-277 Postpaid. About $10\frac{1}{2}'' \times 6''$. 1.25

Boar-Grain Real Leather

(B) It looks like a much more expensive bag with its smart tailored design and chic detailing. Three roomy pockets (one with zipper) and a lipstick compartment. Attached coin purse and double mirror. Brown, Black, Navy. One block initial included. Be sure to state initial wanted when ordering. 50-276 Postpaid. About $12'' \times 7\frac{1}{2}''$. 1.98



**1.69 NEW YORK
EACH STYLES**

Attractive New Design

(D) Ultra-smart puffette panels and gilt frame. Smooth leather reproduction. Change purse and mirror. Black, Brown, Navy, Copper Rust. $10'' \times 7''$. 50-278 Postpaid 1.69

Genuine Suede

(E) Swing it with a suede! Very chic with its unusual shape. Coin purse, mirror and zipper fastener. Black, Brown, Navy, Copper Rust. $8'' \times 7''$. 50-281 Postpaid 1.69

Heavy Patent

(F) Designed with dignity! Has zipper top, coin purse, mirror, lipstick compartment. Black, Brown, Navy, Copper Rust, Paddy Green, Red. $10'' \times 7\frac{1}{2}''$. 50-280 Postpaid 1.69

Bracelet Handle

(G) So smart with its embossed pattern! Has zipper top, coin purse and mirror. Leather reproduction. Black, Brown, Navy, Copper Rust. $12'' \times 7\frac{1}{2}''$. 50-279 Postpaid 1.69

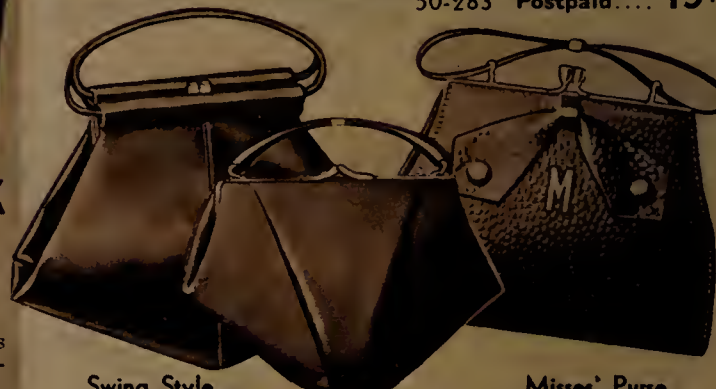


Compartment with Zipper

Cleverly designed leather reproduction. Has rayon-lined flap, four compartments, and mirror. Choice of Black, Brown or Navy. Good quality at a low price. 50-282 $8\frac{1}{2}'' \times 6\frac{1}{2}''$. 69¢



Pin-on Block Initial
Nickel-plated initial with prongs for attaching. 50-283 Postpaid . . . 15¢



Swing Style

A purse for the Junior Miss to carry with pride. Made of pliable calf leather reproduction and fitted with coin purse and mirror. Red, Navy, Brown. Good value. About $8\frac{1}{2}'' \times 6\frac{1}{2}''$. 50-284 1.00

Child's Purse

A dainty little purse—and it has a mirror too! Leather reproduction. Brown, Blue, Red, Green. $5\frac{1}{2}'' \times 4\frac{1}{2}''$. 50-285 49¢

Misses' Purse

Very smart with its ostrich-grain finish and bow-and-button trim. Leather reproduction. Coin purse and mirror. Red, Navy, Brown. One initial included. Good value at this low price. About $7\frac{1}{2}'' \times 6''$. 50-286 69¢



UTILITY BAGS

Suedine

(A) Has novelty suedine-covered buckle with patent trim. Colors: Black, Brown, Navy, Red. 50-293 $1\frac{3}{4}''$ inches. 35¢

Covered Buckle

(C) Good quality suedine. Buckle designed with lacing effect. Colors: Black, Brown, Navy, Red. 50-289 $1\frac{1}{4}''$ inches. 19¢

Braided Style

(E) Made of good-quality leather reproduction. Black, Brown, Navy, Red or Copper Rust. 50-291 $\frac{1}{2}''$ inch. 29¢

Genuine Leather

(G) Very good-looking with its covered stitched buckle smartly styled. Red, Black, Brown, Navy. 50-294 $1\frac{1}{2}''$ inches. 59¢

Heavy Suedine

(H) Large covered buckle. Two lightly tooled lines finish edges. Black, Brown, Navy, Red. 50-290 2 inches. 25¢

Novel Design

(B) New and chic! Patent and suedine links. Red, Black, Brown, Navy. 50-292 $1\frac{1}{4}''$ inches. 29¢

Embossed Patent

(D) Embossed design and covered buckle. Black, Brown, Navy, Red. 50-287 $\frac{1}{2}''$ inch. 15¢

Modernistic

(F) Design embossed on patent. Novel-shaped, covered buckle. Black, Brown, Navy, Red. 50-288 $1\frac{1}{2}''$ inches. 15¢

Overnight or Shopping Bag

Exceptionally good value at a moderate price. Excellent for an overnight bag, and equally suitable for shopping. Rubberized covert cloth with zipper fastener and two strong handles. Light, serviceable and roomy. Choice of Blue or Brown. $13'' \times 8\frac{1}{2}'' \times 4\frac{1}{2}''$. 50-295 Postpaid. 79¢

Strong Roomy Utility Bag

So useful as a week-end utility or shopping bag—and so low-priced. Made of heavy waterproof covert cloth. Zipper at top and another on the front pocket. Very good value. Choice of Blue or Brown. Size about $17'' \times 9'' \times 7''$. 50-296 Postpaid. 1.29

62 × BUY SIMPSON'S QUALITY

Each belt comes in sizes 28 to 40. Please state size.

Goods Correctly Initialed Cannot Be Exchanged or Money Refunded.

DAINTY Rayon Lingerie



"Dove Skin" Rayon Pantee 59¢
28-104 As durable and comfortable as it is attractive! Lovely rayon pantee with flare leg, fagotted trim and "Lastex" waistband. Delightfully cool for Summer. Ice Blue or Tea Rose. Small, Medium, Large.

Lovely "Brief" Floral Rayon 33¢
28-105 Neat close-fitting "brief" that will find favor with those who are athletic-minded. Fine non-run rayon, printed floral design. Elastic waistband. Ribbed cuff. White-with-Red Flowers. Sizes 16, 18 and 20.

Neat Pantee Fancy Rayon 29¢
28-101 Lovely pantee of "Starlite" rayon. Washes easily—dries quickly—needs no ironing. It has the popular band leg, double gusset and a strong elastic waistband. Tea Rose or White. Small, Medium, Large.



Popular "Brief" for Summer 29¢
28-100 Serviceable rayon "brief"—practical for warm weather and sport wear. Ribbed cuff assures smooth fit. "Lastex" band at waist. Tea Rose or White. Sizes 16, 18, 20 only.

Rayon Pantee Loe-Trimmed 39¢
28-103 A dainty rayon pantee, in fancy stitch. Just the garment for the woman who likes plenty of lace trimming. Real value! Nile or Tea Rose. Small, Medium, Large.

Very Pretty Rayon Bloomer 39¢
28-102 A special value at this low price! Rayon bloomer in novelty stitch. Neat motif trim. Durable elastic at waist and knee. Tea Rose or White. Small, Medium, Large.



A Lovely Pantee For the Stout Woman 55¢
28-121 A well-made rayon pantee in a smart new style with extra wide leg. Attractive motif-trim. Ideal for Summer. Tea Rose or White. Extra Size.

Extra Size Undies of Non-Run Rayon
Simpson's extra-size undies for the larger woman. Three styles, as shown on the figure at right, each one expertly tailored to fit smoothly under dainty frocks. Fine non-run rayon—noted for its wearing quality. Washes easily and needs no ironing. You'll like these undies for the Summer. White, Tea Rose, Orchid. In Extra Size.
28-118 The Vest. Each
28-119 Bloomer. } 59¢
28-120 Pantee. }



3 Styles 59¢ EACH



Soft "Gluv-Sylk" Run-Proof Royon 59¢ EACH
Cool, comfortable and easy-to-wash! Vest and pantee of "Gluv-Sylk" rayon in genuine lockstitch, run-proof and serviceable. Easy to launder. Dainty enough to please the most fastidious of women. Flesh or White. Small, Medium, Large.
28-114 The Vest.
28-115 Pantee. Postpaid, each... 59¢



Lovely Quality Perfect-Suede Rayon 49¢ EACH
Practical and well-tailored vest and a band-pantee of "non-run" perfect-suede rayon. Designed to fit smoothly with not a wrinkle to show beneath your dresses. Will wear well and launder easily. Tea Rose or White. Small, Medium, Large.
28-112 The Vest.
28-113 Pantee. Postpaid, each... 49¢



Smart Rayon Knits for the Large Woman 50¢ EACH
Generously full vest and pantee, knit of rayon in an attractive stitch. Popular tailored style, smooth-fitting under your dresses. You'll want plenty of these cool washables for the Summer. Tea Rose or White. Extra Large Size.
28-116 The Vest.
28-117 Pantee. Postpaid, each... 50¢



"Moodie"—Made Of Non-Run Rayon 50¢ EACH
Many women prefer the opera vest and close-fitting bloomer. Here is a set that we can recommend for long wear and full comfort. Fine smooth rayon. Dainty applique on leg of bloomer. Nile, White or Peach. Small, Medium, Large.
28-110 The Vest.
28-111 Bloomer. Postpaid, each... 50¢



Women's Fine Set Knit Fancy Rayon 29¢ EACH
Fine quality rayon vest and bloomers, knit in fancy stitch. Very durable and so smooth-fitting. At this low price, they're big economy. Peach or White. Small, Medium, Large.
28-108 The Vest.
28-109 Bloomer. Postpaid, each... 29¢

Dainty Rayon Set for the Young Girl 2 for 59¢
Mothers will appreciate this rayon vest and bloomer for the young girl—it launders so well and needs no ironing. Well knit in a fancy stitch. Simple well-tailored style. Tea Rose or White. Sizes 8 to 14.
28-106 The Vest.
28-107 Bloomer. 2 for 59¢

Rayon-Stripe COTTON

Best for Lasting Service

Ideal for Spring and Summer

An outstanding "Simpson Special"! Sleeveless vest with low neck. Full bloomer with elastic at both waist and knee. Knit of stretchy cotton, with a lustrous rayon stripe. Serviceable and smooth-fitting, light and porous, practical and comfortable for warm days. The best kind of undies to buy.

28-133 The Sleeveless Vest.

Tea Rose or White.

Small, Medium, Large.

Special Price,

Postpaid... 2 for 59¢

28-134 The full Bloomer.

Tea Rose or White.

Small, Medium, Large.

Price

Postpaid... 2 for 59¢



25¢



29¢

Popular and Comfortable

28-128 Snug-fitting "briefs" of Balbriggan cotton. Dainty and cool. Wash in a jiffy! Keep a trim line under your nice dresses. White or Pink. Price, Postpaid, each. 25¢

Rayon Pantee with Lace

28-126 The pantee women like for Summer. Good quality rayon with fancy stripe, and a pretty motif for trim. Band-leg style. Tea Rose or White. Price, Postpaid, each 29¢



29¢



29¢

Fine Quality Rayon Pantee

28-127 Cool pantee of fancy-knit rayon, with attractive lace motif trim. Reinforced crotch. Light for comfort. Easy to launder. Tea Rose or White. Price, Postpaid, each. 29¢

Close-Fitting Rayon "Brief"

28-125 A garment that will win your full approval. Cool—comfortable—good-wearing—very easy to launder. Has a double crotch. Tea Rose or White. Price, Postpaid, each. 29¢

SIMPSON SPECIAL
2 FOR 59¢

Fine Spring Underwear .. Favorite Styles ..
Simpson's Low Cash Prices Bring You Worth-While Savings!

COTTON VESTS

2 for 49¢ Style . . A
Sleeveless Style Vest

28-129 Finely-knit cotton vest in light weight for the warm weather. Gives plenty of comfort and long wear. A favorite style, priced low to give you real good value. White Only.

Small, Medium, Large.

2 for 49¢ Style . . B
"Cumfy-Cut" Cotton Vest

28-130 All women like this style of vest—the shoulder-straps never slip out of place. Of soft cotton, knit in fine rib, perfect-fitting, cool and comfortable. Good quality for lasting service. White Only.

Small, Medium, Large.

2 for 65¢ Style . . C
Cotton with Fine Rayon

28-131 "Cumfy-Cut" vest of fine cotton with lustrous rayon stripe. Has built-up shoulder-straps that won't slip down, a good feature which is appreciated by all who have worn this style. White Only.

Small, Medium, Large.

Each 39¢ Style . . D
Our Special Cotton Vest

28-132 Smoothly-knit vest of extra-quality combed cotton. For long wear and full satisfaction, you'll find none better at this very low price. Good comfortable length. Fits well. Does not shrink. White Only.

Small, Medium, Large.

Balbriggan Pantee



Fine Soft Quality 2 for 49¢

28-140 The ever-popular Balbriggan cotton pantee, with the crotch reinforced for extra wear. The band-leg style which is never bulky under light sheer frocks. White or Peach.

Small, Medium, Large.

BALBRIGGAN BLOOMER



Splendid Value 2 for 49¢

28-139 You'll like this serviceable bloomer. It's knit of fine strong cotton with sturdy elastic at waist and knees. Practical for everyday wear, all the season. White or Tea Rose.

Small, Medium, Large.

Smooth!
Soft!
Serviceable!



VELVET INTERLOCK
45¢ EACH

WAFFLE KNIT
2 FOR 50¢

Lovely Quality Undies in the Favorite Styles

How smooth and soft these garments will feel next the skin! They have the texture of velvet. Knit of finest cotton in the "interlock" stitch that will not run. Slightly brushed inside to make them extra smooth. Form-fitting vest, made in the cool sleeveless low-neck style. Snug pantee with band-leg, and strong elastic at the waist. No better underwear for comfort and good service. Big value!

Soft Tea Rose Shade.

Sizes—Small, Medium, Large.

28-137 The Sleeveless Vest.

28-138 Snug-Fitting Pantee.

Postpaid, each Garment. . . . 45¢

Fine Cotton-and-Rayon Soft and So Cool

What lovely garments these are!—and they're remarkable value, too. Sleeveless low-neck vest and a smooth-fitting pantee, fine soft cotton with stripe of lustrous rayon, knit in "waffle" stitch. When the weather is warm, these are the undies that will be cool and comfortable. They will give splendid service and will wash without shrinking. Order your supply now and be ready for the new season!

Flesh-Color or White.

Sizes—Small, Medium, Large.

28-135 Sleeveless Vest.

28-136 Snug Pantee.

Price, Postpaid. . . . 2 for 50¢



Popular "Brief". 2 for 39¢

28-158 Girls' white Balbriggan cotton "brief" with double crotch. Elastic at the waist. Will give long wear. Ages 10 to 14 years.

Durable Bloomer. Each 25¢

28-154 Knit of fine cotton with lustrous rayon stripe. Elastic at the waist and knee. Choice of Peach or White. Ages 4 to 14 years.

"Brief" Pantee. 2 for 55¢

28-155 White cotton "brief" of extra quality, made double at front and back. A favorite style, with all young girls. Ages 4 to 14 years.



"Rayon Brief". Each 25¢

28-152 Fine rayon "brief" knit in fancy stitch. Crotch made double. Very easy to launder. Tea Rose or White. Ages 8 to 14 years.

Full-Cut Bloomer. Each 29¢

28-156 Balbriggan-knit of strong cotton. Navy blue only, a practical color for everyday and school wear. Ages 4 to 14 years.

Interlock "Brief". Each 29¢

28-157 Fine cotton "brief" in cream-color. Of splendid quality and weight for early Spring wear. Crotch double. Ages 4 to 14 years.



EXTRA SIZE Cotton

2 FOR 69¢

49¢ EACH

**Splendid Values in Underwear for the Stout Woman
Two Qualities in Favorite Well-Fitting Styles**

If you require extra-size underwear, these garments will suit you, for they are made with ample fullness and in the proper length. Smooth-fitting sleeveless vests. Bloomers with elastic at waist and knee. You have a choice of soft Balbriggan cotton, or of fine cotton with rayon stripe. All are priced low to give you best value in the kind of undies you need for Spring and Summer wear. While these are roomy garments, they are snug enough so that no wrinkles or bulges will mar the neat appearance of your suit or dainty frocks, and they are serviceable.

Fine Soft Balbriggan Cotton. Vest and Bloomer.

Made in Extra Size.

28-150 The Vest. In White Only. Price 2 for 69¢

28-151 The Bloomer. White or Flesh. Price 2 for 69¢

Cotton with Rayon Stripe. Vest and Bloomer.

To Fit Bust 44 to 48.

28-163 The Vest. Peach or White. Price, each. 49¢

28-164 The Bloomer. Peach or White. Price, each. 49¢

"Am I Comfy!"

-And Mom Has Never Seen Such Values!"

Little "Doris" was perfectly delighted with her fine cool undies when she said, "Am I comfy!" And she knew how fully her mother appreciated their good value, too. Buy Simpson underwear for your little girls! Keep them comfortable and happy in the warm Summer days! You pay lowest prices here for well-made garments of fine quality, which will be cool and will give good service. You'll agree with Doris' mother, that you "have never seen such values".

Girls' FINE RAYON



Special Pantee of Fine Rayon. Each 29¢

28-153 Just the style girls like—cool and comfortable in warm weather. Pantee of finely-knit rayon, with band-cuff at knee and elastic at waist. Now is the right time to buy! Colors:—Tea Rose or White. Ages 8 to 14 years.



Extra Size Rayon Bloomer. Each 39¢

28-149 Warm-weather comfort for the stout woman in this fine-quality rayon bloomer—and what exceptionally good value it is! Smoothly knit, good full size, gives splendid service. Strong elastic at waist and knee. You'll want several when you can buy them so cheaply. Colors:—White or Tea Rose. Made in Extra Large Size.



GIRLS' Specials

Rayon-Stripe Cotton Vest and Pantee

Undies of lovely quality, knit of soft cotton. Rayon stripe. 4 to 14 years. Pink or White.

28-161 The Vest..... 2 for 55¢

28-162 The Pantee... 2 for 55¢

Ribbed Cotton Vest Balbriggan Bloomer

Girls will like these fine cotton garments for their comfort. Rib-knit vest in white. Balbriggan bloomer in pink or white. Ages 4 to 14 years.

28-159 The Vest..... 2 for 39¢

28-160 The Bloomer. 2 for 47¢



Three Popular Styles in Dull Rayon Panties

28-147 Neat Pantee. 49¢ | 28-146 "Semi-Brief". 46¢ | 28-145 Short "Brief". 43¢

Lovely quality panties at low prices! The dull-finished rayon knits that are so cool and comfortable in warmest weather. The illustration shows you the three styles, all close-fitting and smooth at the front to give a flat effect beneath sheer frocks. Each has a neat waistband of "Lastex" that fits very snugly. Tea Rose or White. Small, Medium, Large.

Popular New SADDLE-GUSSET PANTEE



Our "Special" A New Style. Each 59¢

28-148 Fine rayon pantee made with flat front, and the new saddle-gusset which makes the crotch untearable. Band-leg style. Elastic in back at waist. Tea Rose or White. Sizes:—Small, Medium, Large.

SIMPSON'S LOW CASH PRICES × 65

"Lov-Lee" LINGERIE



HOUSE COAT

1.49



BATISTE

98¢



BATISTE

1.00

Very Smart House Coat

(A) Floor-length house coat of printed broadcloth. Pleated frilling on collar, short sleeves and girdle. Every young lady wants one! This is big value. Sizes 14, 16, 18, 20. 24-108 Pretty color combinations. } 1.49

Floral Batiste Gown

(B) Here's special value! A cool sleeveless gown of fine sheer batiste, trimmed with self-ruffle. Girdle to tie at back. Small, Medium, Large. 24-105 Dainty flowers on Pink ground. } 98¢

Newest Style Gown

(C) Of sheer batiste showing "life-saver" design in color on White. Trimmings to match the design. Sleeveless style for coolness in the warm weather. Small, Medium, Large. 24-106 Red design. } 1.00
24-107 Blue design. }



89¢ EACH

Extra Value in Costume Slips of Suede Taffeta. One trimmed with beautiful lace. One trimmed with lovely embroidery and a satin fold. Both with adjustable shoulder-straps. Good quality for perfect laundering. Fit the form smoothly and perfectly.

Lace-Trimmed Slip. Bust 32 to 42. 24-113 Tea Rose. } 89¢
24-114 White. }

Slip with Embroidery. Bust 32 to 42. 24-115 Tea Rose. } 89¢
24-116 White. }



SIMPSON SPECIAL 100

BATISTE

"Marjorie" Lovely Pyjamas of Sheer Batiste

Extra big value in this dainty pyjama suit of fine batiste—the pants in plain shade, the jacket in fancy design with plain full ruffle and tie girdle. The suit is a "Simpson Special" for the Spring, fine sheer quality, cool and comfortable to wear, easy to launder, and one of the very latest styles. Small, Medium, Large. 24-103 Sky Blue. 24-104 Light Pink. Our Price, Postpaid, a Suit 1.00

66 x



PYJAMAS FOR Girls

D 100

E 89¢

"Lillian"

(D) 24-117 Very smart two-piece pyjamas of fine sheer batiste. Just the style all young girls like. 10, 12, 14 years. Blue Design. } 1.00

"Eleanor"

(E) 24-118 The tailored two-piece pyjamas of dotted percale in fast colors. A fine suit at low price. 10, 12, 14 years. Blue Design. } 89¢

59¢

DUCHESSE SATIN



49¢

RAYON



Dainty Pantees in the Favorite Styles

Pantee of rayon Duchesse satin in plain color, attractively trimmed with lace. Elastic band. What value it is! Small, Medium, Large. 24-101 Ice Blue. } 59¢
24-102 White. }

Dainty pantee of fine rayon printed in fancy floral design. Elastic waistband. Good-wearing quality and comfortable. Small, Medium, Large. 24-100 Tea Rose with Flowers. } 49¢



"LULLABY" FLANNELETTE

100

"PURITAN" UNIFORM

198

"Colleen" Pyjamas

Two-piece suit of fine soft "Lullaby" flannelette. High collar. Fancy frogs at front. Sizes 16, 18, 20. 24-111 Tea Rose. } 1.00
24-112 Nile. }

So Neat and Trim

"Puritan" uniform of fast-color striped broadcloth. White collar and neat cuffs. Sizes 14 to 44. 24-109 Green. } 1.98
24-110 Blue. }



BROADCLOTH 50¢
SATIN STRIPE 85¢

Slips That Give Good Wear and Mean Savings
 Warm weather makes nice slips—and plenty of them—a necessity! This one is of fine broadcloth, straight-cut. Priced low. Sizes 32 to 42 bust.
 24-135 Peach. }
 24-136 White. } **Post Paid 50¢**
 24-137 Black. }
 Attractive slip of the lovely new delustered striped rayon satin. Bias-cut to fit the figure smoothly. Adjustable straps. Fagoting at the top. Easy to launder. Sizes 32 to 42 bust.
 24-145 White. } **Post Paid 85¢**
 24-146 T-Rose. }



SILK SATIN 1.98
SUEDE TAFFETA 59¢

Two Beautiful Slips.. Practical and Economical
 Perfect-fitting two-seam bias slip of real silk satin. Pretty embroidery and lace trimming. Sizes 32 to 44 bust. **Price 1.98**
 24-149 Ice Blue. }
 24-150 Tea Rose. }
 24-151 White. }
 Popular bias-cut slip of rayon suede taffeta. Has adjustable straps. Fagoted top. Launderers like a charm. Gives good wear. Sizes 32 to 40 bust. **59¢**
 24-141 White. }
 24-142 Tea Rose. }



DUCHESSE SATIN 69¢
SUEDE TAFFETA 89¢

Prime Favorites with the Smart Woman
 A beautiful slip of rich Duchesse satin, cut bias and trimmed with delicate lace. Adjustable straps. Fits closely and smoothly. Sizes 32 to 40 bust. **69¢**
 24-143 White. }
 24-144 T-Rose. }
 Costume slip of rustling rayon suede taffeta. Bias-cut. Adjustable shoulder-straps. Extra good value! Sizes 32 to 42 bust.
 24-138 Black. }
 24-139 Navy. } **89¢**
 24-140 White. }



EXTRA SIZE

TAFFETA OR BROADCLOTH

SUEDE TAFFETA 1.49

Tailored Costume Slips for the Larger Woman
 Straight-cut slip in a choice of two durable materials. Fits closely. Launderers perfectly. Sizes 44 to 50 bust.
Fine Cotton Broadcloth
 24-122 Peach. }
 24-123 Black. } **69¢**
 24-124 White. }
Celanese Suede Taffeta
 24-125 White. }
 24-126 Tea Rose. } **1.00**
 24-127 Black. }
 A grand slip of fine quality celanese suede taffeta—a fabric that wears well and emerges crisp and new-looking after each tubbing. Made in the straight-cut style that fits smoothly under dresses. Trimmed with lovely lace. Delicate French embroidery at front. Sizes 44 to 50 bust.
 24-128 Tea Rose. }
 24-129 White. } **1.49**
Price, Postpaid...



RICH SATIN DRESSING GOWN

3.98

Designed for Hours of Luxurious Lounging
 Slip into this lovely satin dressing-gown and you will be smartly dressed for early morning or late evening. Trimmed with contrasting piping. One handy pocket. Small, Medium, Large.
 24-152 Blueberry. }
 24-153 Wine. }
 24-154 Turquoise. } **3.98**
Price, Postpaid.



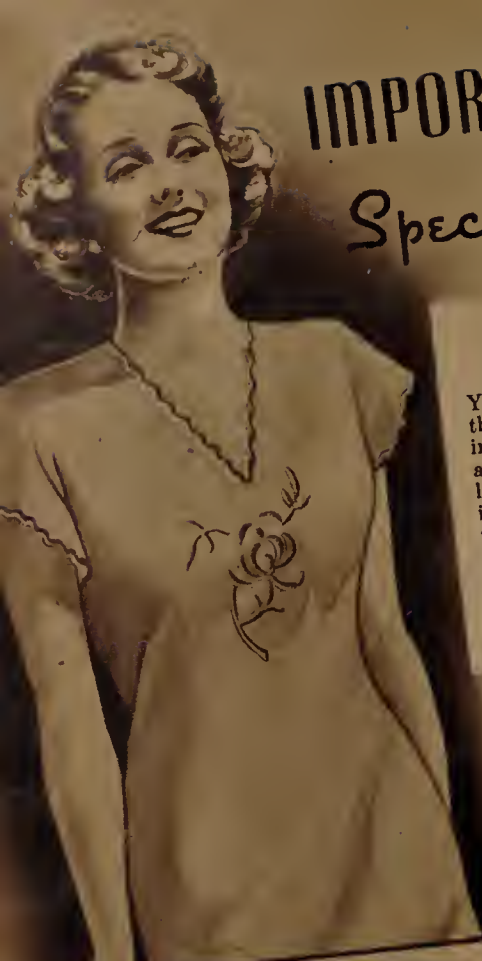
REFLECTING Good Taste

BROADCLOTH OR TAFFETA

SATIN STRIPE 98¢

Moulded Slips that Flatter the Figure
 A perfect Summer slip of rayon suede taffeta with lustrous satin stripe. Beautifully tailored in the bias style, to fit the figure. Hangs evenly at the hemline. Trim rows of fagoting, shaped bust and adjustable straps. Sizes 32 to 42 bust. **98¢**
 24-147 White. }
 24-148 Tea Rose. }
 Choice of two materials.
Cotton Broadcloth
 Sizes 32 to 42 bust.
 24-130 Pink. } **50¢**
 24-131 White. }
Rayon Suede Taffeta
 Sizes 32 to 42 bust.
 24-132 T-Rose. }
 24-133 White. } **1.00**
 24-134 Black. }

IMPORTED GOWN Special 59¢



A Beautiful Gown Embroidered at Front

You'll love the simple elegance of this imported gown—and you'll revel in its cool comfort when the nights are warm. Of fine cotton, having low V-neck and shoulder-sleeves finished with dainty scalloping. Graceful embroidered motif at front. Easily kept fresh—it launders so quickly. At this low price, you will want several.

Small, Medium, Large.
24-174 Peach. } Post
24-175 White. } Paid.... 59¢



Fine Rayon Gown 85¢ with Lace Trim.

24-169 The cool silkiness of this rayon nightie makes it definitely desirable for Summer. Flat lace collar. Tie girdle at waist. Small, Medium, Large. Tea Rose only.

Slip-Over Gown 59¢ Cosy Flannelette.

Simple in style. Light enough to wear with comfort. Fancy motif and shirring. A gown of flannelette. Length about 48 inches. 24-167 In White. } Fits up to
24-168 Tea Rose. } 40 Bust.

Flannelette Gown 85¢ Buttoned at Front.

24-173 Soft comfortable gown of feather-light flannelette, with long sleeves. V-neck. Tucking in yoke. Length about 50 inches. Fits up to 40 Bust. In White only.



Rayon
Duchesse
Satin
1.00

Super
Suede
Taffeta
1.00



EXTRA
Size

DAINTY
Gowns

REG.
and
EXTRA
Size

Smartly-Styled Gown 1.49 Fine Quality Knit Rayon.

24-170 Special for the stout woman! Lovely gown of fancy knit rayon. Lace trim in yoke effect and lace on short sleeves. V-neck. Tie girdle. Wears and launders well. Extra Size to fit Stout Women. Comes in a soft Tea Rose shade only.

Cotton Gown with Embroidery

24-171 Fits to 40 Bust... 98¢
24-172 For Bust 42 to 46... 1.09

Slip this simply-styled white cotton gown over your head and you are ready for a comfortable night. V-neck with embroidery. Shirring at the waistline. Length about 52 inches.

WOMEN'S PYJAMA Specials

A
Rayon
1.19



Cool and Very Smart

(A) 24-160 Two-piece pyjamas of fancy knit rayon, full-cut. Collar, girdle and piping are in contrast. Small, Medium, Large. Tea Rose, with Wine. Price, Postpaid.... 1.19

Cotton for Summer

(B) Two-piece pyjamas of fine cotton, with lace. Small, Medium, Large. 24-158 Pink. 24-159 Blue. Price, Postpaid... 89¢

B
Cotton
89¢

Lovely New Style Costume Slip "Cocktail" Skirt and Lace Trim

Beautiful slip of rayon Duchesse satin—the fabric all women love for its rich appearance and smooth texture. Bias-cut and fits the figure smoothly. Skirt is in "cocktail" style. Sizes 32 to 42 Bust.

24-165 Tea Rose. } Our Price,
24-166 In White. } Postpaid.... 1.00

An Extremely Popular Slip Wonderful Quality. Well Made

Durable straight-cut slip of the super-suede taffeta that washes so well and is so easy to iron. Fagoting at top. Adjustable shoulder-straps. High standard of value in this fine slip! Sizes 32 to 42 Bust.

24-161 White. } Our Special
24-162 Tea Rose. } Low Price,
24-163 Navy. } Postpaid... 1.00
24-164 Black.

68 × SIMPSON'S PAY POSTAGE

**Special
APRONS**



Slip-On Aprons 2 for 39¢

24-189 Have several of these convenient coverall aprons to protect your frocks! Printed cotton percale that may be washed and ironed in a jiffy. Made in a practical style with pocket and tie. Edges are neatly bound. An attractive assortment of colors. Women's Full Size.



Tea Apron of Fancy Percale 29¢

24-190 At tea-time, you won't have to change even your best dress if you wear this generous-size apron. It's of very pretty percale in gay colors on light ground. Frilly white lawn ruffle around the bottom and a neat lawn pocket. Very easy to keep fresh as it launders like a hankie! Buy several and save! Women's Full Size.



FLANNELETTE SPECIALS

Well-Made Nightgown 89¢

Choose this "Lullaby" flannelette gown to wear for early Spring and cool nights. Smart style and dainty colors. Light in weight and so easy to launder. Sizes 8 to 16 years.
24-185 Nile Green.
24-186 Tea Rose shade.

Pyjama Suit Snug and Smart 100

Always a big favorite! Youthful-looking pyjamas of cosy "Lullaby" flannelette, made in two-piece style. Trousers are full-cut and have elastic at waist. Sizes 8 to 16 years.
24-187 Nile Green.
24-188 Tea Rose shade.



GIRLS' SLIPS

Fine Cotton 50¢

24-180 Very smart good-wearing cotton slip with attractive lace trimming at top, and lace-trimmed bottom ruffle. Sizes 8 to 14 years. In White only.

Suede Taffeta 59¢

Straight-cut slip of fine celanese suede taffeta. Wears well and launders easily. Lace trimming. Sizes 8 to 16 years.
24-181 White.
24-182 Light Pink.

Broadcloth 39¢

A well-made slip of good quality broadcloth, in tailored style with fitted shoulder. Great value. Sizes 8 to 16 years.
24-183 Peach shade.
24-184 White.

Smart Uniforms



**SOLD ONLY IF INCLUDED
100
IN ORDER OF
\$5.00
OR OVER**

Practical Uniform in Hoover Style

24R191 A tailored uniform for waitresses and all beauty-parlor operators, or it makes a trim utility dress. White twill, with wide overlap that buttons. Short sleeves and pocket. Sold for 1.00 as part of a 5.00 order of goods from our catalogues. Sizes 16, 18, 20, 40, 42.

Trim Uniform Two Qualities 1.19

Practical and very smart uniform in choice of drill or broadcloth—both long-wearing and easily laundered. Short sleeves, and one pocket. Buttons down front. Makes a splendid utility dress. Sizes 14 to 44.
24-192 White Drill.
24-193 Blue Broadcloth.

Horrockses' Cotton Apron 59¢

(A) 24-198 The "Sister Florence" apron of heavy white Horrockses' cotton, in gored style. Length to cover dress. Women's Size.

Fine Cotton Apron 39¢

(B) 24-197 A neatly-made apron of good sturdy white cotton, for nurses or dietitians. Has one pocket and long ties. Women's Size.

Dietitian's Uniform 1.69

24-194 Slips on over your head and—zip—it's fastened to stay! Dietitians will find this smart Dirndl-type uniform an interesting change from standard styles. Extra good quality "Wabasso" twill, with new wide shoulder. White only. Sizes 14, 16, 18, 20.

Smart Uniform in Two Qualities

24-195 Of Fine Twill... 1.98
24-196 Of Silky Repp. 2.98
Just the style for the professional or practical nurse, is this trig white uniform. Long sleeves and two pockets. Buttons on the front and on belt are removable. Bust 32 to 42.

Dainty Lingerie...NEW COLORINGS...NEW STYLES...

FOR YOUR DAY
and
NIGHT LIFE

FOR
Description
SEE
Opposite Page



(A)
"CELASUEDE"
SIMPSON
SPECIAL
198



(B)
SMOCK
198



(C)
SATIN
100



(D)
DUCHESSE
SATIN
100



(E)
129



(F)
RAYON
100



(G)
BATISTE
159

70 x



(H)
"DIRNDL"
100



(K)
SUEDE TAFFETA
119



(L)
BATISTE
129



(M)
BATISTE
129



(N)
HOUSE
COAT
179



(P)
"DIRNDL"
MOIRE
298

Full Description of the
Dainty New Lingerie
Shown on Opposite Page

"Celasuede" Rayon Pyjamas

- (A) Very smart suit of lovely lock-stitch rayon, in two-piece tailored style, suitable for lounging or sleeping. Moderately priced for the fine durable quality. Sizes—Small, Medium, Large.
24-202 Royal Blue, with White. } 1.98
24-203 Wine, with Tea Rose. }

The Smart "Swedish Girl" Smock

- (B) You'll like this new "Dirndl" smock of gay broadcloth, it has such a jaunty air! Well made and will launder perfectly. A style in high favor everywhere this season. Sizes 14 to 20.
24-207 Wine, with Fancy Colors. } 1.98
24-208 Black, with Fancy Colors. }

Satin Slip with Fagoting at Top

- (C) Bias-cut style, in silk-and-Bemberg satin. Excellent quality and made to fit the figure very smoothly. Splendid value. Sizes 32 to 40 bust.
24-221 All-White. } Price, 1.00
24-222 Tea Rose. } Postpaid...

Costume Slip of Duchesse Satin

- (D) Beautiful embroidery and lace make this rayon satin slip very attractive. Bias-cut, has adjustable shoulder-straps, and fits perfectly. Just the style of slip to wear with your dainty cool frocks on Summer days. Sizes 32 to 42 bust.
24-223 Tea Rose. } Price, 1.00
24-224 In White. } Postpaid...

"Artist" Smock of Wabasso Broadcloth

- (E) No style of smock is more popular—and how smart it is with its fancy pockets and tie! Easy to launder and wears well. Sizes 14 to 20.
24-219 Copen, with Fancy Navy. } 1.29
24-220 Wine, with Fancy Black. }

Rayon Gown with Lacy Yoke

- (F) Light cool rayon gown, delightful for Summer. Short puff sleeve with gathered cuff. Self ties. The lacy yoke is very dainty. Fine quality and among the very prettiest of the new styles shown this season. Small, Medium, Large.
24-209 Tea Rose. } Price, 1.00
24-210 Ice Blue. } Postpaid...

Two-Piece Pyjamas of Fine Batiste

- (G) Soft and dainty—just the suit for warm weather comfort. Jacket has short puff sleeve and a shirred yoke. Wide pants. Very pretty, gives good wear, easy to launder—and it's such wonderful value! Small, Medium, Large.
24-214 Colored Flowers on } Post 1.59
Tinted Pink Ground. } Paid

Batiste Gown in "Dirndl" Effect

- (H) You'll find no prettier gown than this of fancy sheer batiste. Self-ruffle and shoulder-cuff. Tie girdle. One of our extra special values in dainty Summer gowns. Small, Medium, Large.
24-213 Colored Flowers on } Post 1.00
Tinted Blue ground. } Paid

Neat Gown of Rayon Suede Taffeta

- (K) Well-fitting bias-cut style, trimmed with attractive lace. Fine quality for good wear and perfect laundering. Cool and comfortable. Two very pretty colors. Small, Medium, Large.
24-211 Ice Blue. } Price, 1.19
24-212 Tea Rose. } Postpaid...

Pyjamas of Fine Floral Batiste

- (L) Slipover jacket trimmed with frills and fagoting. Full pants. Just right for warm weather, they're so sheer and so cool. Wear this dainty suit and enjoy refreshing sleep. You'll like its perfect comfort. Small, Medium, Large.
24-215 Maize, with Colored Flowers. } 1.29
24-216 Sky, with Colored Flowers. }

Cool Gown of Fancy Batiste

- (M) In "Dirndl" effect, with shirring at waistline. Trimmed with frills and strapping. Has a full ruffle around the lower edge. One of the newest styles in gowns, delightful for comfort, and it gives long wear. Small, Medium, Large.
24-217 Colored Flowers } Post 1.29
on a White ground. } Paid

"Dirndl" House Coat of Broadcloth

- (N) Attractive floor-length garment, buttoned down the front. Short sleeve. Very smart with its bright colorings and Mexican figures. Every young lady wants a house coat—and this is big value. It's the latest style! Sizes 14 to 20.
24-206 Fancy New Design } Post 1.79
on Navy Blue ground. } Paid

Dressing Gown of Rayon Moire

- (P) A popular "Dirndl" made in floor-length. Shirring at waistline, and the new shirred sleeve. Never have we offered such outstanding value in a gown of such great beauty and richness. Colors and quality are lovely. Sizes 14 to 20.
24-204 Turquoise Blue. } Post 2.98
24-205 Rich Wine shade. } Paid

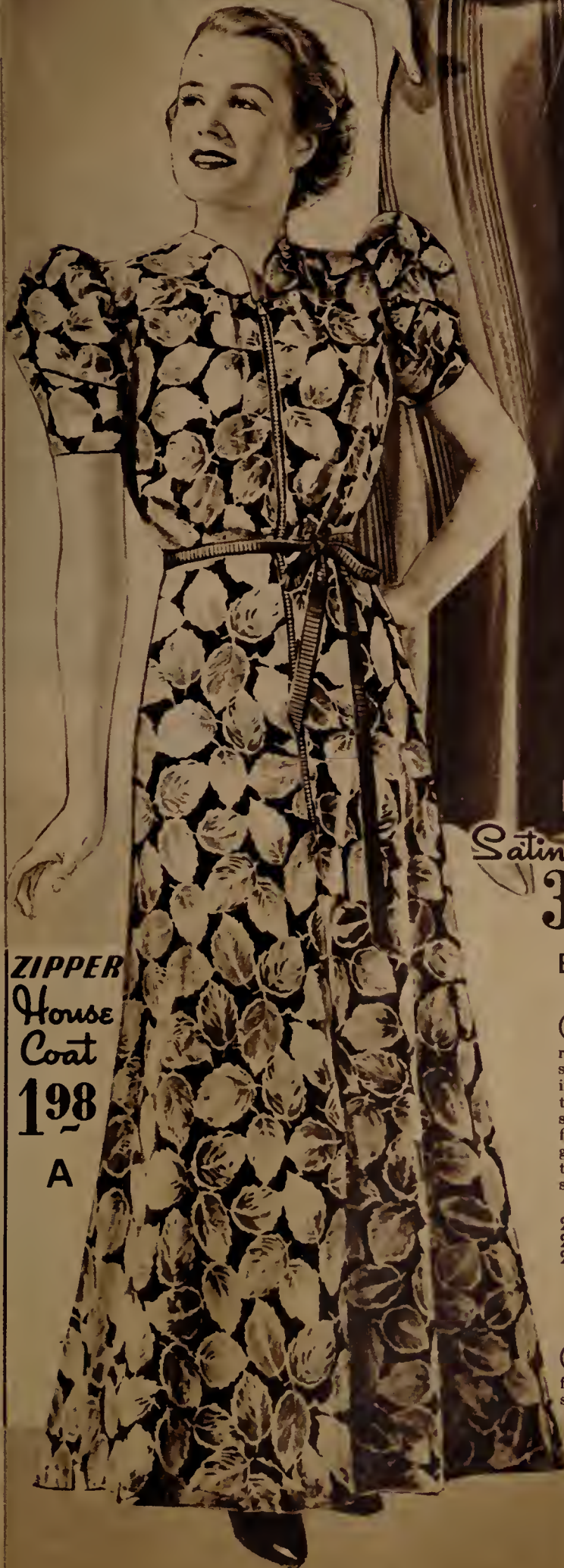
Feature Values!

CLEVER STYLES

HOUSE ROBES

AND PYJAMAS

OF QUALITY



B
Satin Stripe
3.98

C
Broadcloth
Pyjamas

ZIPPER
House
Coat
1.98

A

Beautiful House Robe

Rich Striped Satin

- (B) The modern lady will like this rich-looking house robe of heavy striped rayon satin, with its lovely colorings and soft lustre. Has a two-way collar, a short puff sleeve, tie girdle and the new flare skirt. Excellent quality to give good service. The practical style that's so easy to slip on. Wonderful value, too.
Sizes 14 to 20.

24-232 Blueberry.
24-233 Turquoise.
24-234 Wine.
Price, Postpaid.. 3.98

'Mother and Daughter'

Two-Piece Pyjamas

- (C) Big value in this pyjama suit of fine broadcloth! Plenty of sleeping comfort, too—and good service. Military jacket with short sleeves, embroidered medallion, a tie girdle and contrasting trim. Wide-leg pants with an elastic waistband. The suit for Spring.

Girls' sizes 10 to 14.
24-227 Powder. } 1.00
24-228 Nile. }

Women's sizes 16 to 20.
24-229 Powder. } 1.29
24-230 Nile. }

Zipper House Coat of Fancy Broadcloth

- (A) It's young, gay and quite adorable! A handsome house coat of imported broadcloth, assorted fancy designs, all fast colors. Made in floor-length, has the new wide shoulder, short puff sleeve, ribbon girdle, and a zipper to fasten the front with one quick pull. Every young lady wants a washable house coat, and this is the style to choose for smartness.

24-231 Bright Colors on } Price, 1.98
Black ground. Sizes 14 to 20. } Postpaid

TELESCOPIC

NuBack

WON'T
RIDE UP

ACTUALLY DOES GIVE YOU
UNCORSETED FREEDOM

with Smart Figure-Control

GOthic
BANDEAU

89¢

"Nu Back" Corset 398

Laced at the Front

22-101 Of fine peach coutil, with inserts of elastic. Coiled-Wire "Superbone" in sliding back above waistline. Shield under front-lacing. Always a favorite style, liked for its comfort. Hip expansion 8 to 10 inches larger than waist.

Length over hip about 17 inches.

Waist 26 to 36. All sizes.

Order 1 inch smaller than normal.

22-102 "Gothic" bandeau of peach batiste and lace. Elastic at back where it hooks. Bust 32 to 38. Even sizes. Depth 7 ins. 89¢



298

All-in-One "Nu Lace"

Adjusts to Your Figure

22-105 Designed by a famous specialist, this corsette will do wonders in keeping your form slender. Sliding "Flexo" back with lacing below the waistline. Lacing at each side from arm-pit to hip. Shaped bust section. A side-hooking model made from peach rayon brocade, with elastic.

Length at the side is about 21 inches.

Bust measure 36 to 44.

Even sizes only.

Price, Postpaid... 2.98

Order the Actual Size.

SIDE-
HOOK

NuBack

298

Slender-Line Girdle Smart and Popular

22-100 One of the favorite "Nu Back" Flex-O-Form models so very smart and so comfortable—a great aid to figure-beauty. Of peach rayon brocade and elastic, reinforced at the front. Has the sliding back which never "rides up". Hooks down the side. This garment affords you style, smartness, firm support and good service.

Length over the hip is about 16 inches.

Waist measure 24 to 32.

Comes in All sizes.

Price, Postpaid... 2.98

Order the Actual Size.



"Nu Back" Corset 398

with Deep Inner Belt

22-106 You're as young as your figure—so the right foundation garment is most essential, if you want a youthful form. The corsette illustrated above is a wonderful figure-former. A stylish model of peach coutil and elastic, with a side-hooking inner belt which is boned to keep the abdomen perfectly flat. Sliding back which will not "ride up". Liked for its support and freedom.

Hip expansion 1 to 2 inches larger than bust.

Length over bust about 25 inches.

Bust 34 to 42. Even sizes.

Order Actual Size for Correct Fitting.



298

Smooth "Nu Back" Flex-O-Form Designed for Firm Hip-Control

22-103 You can be lovely of figure! This well-made corsette is splendid to slim down the hips and flatten the abdomen. Of peach rayon brocade, with swami rayon over the bust, and strong elastic where needed. Has a boned inner belt which hooks at the side. Sliding back never "rides up". If your form is over-developed, just try this fine corsette!

Hip expansion 1 to 2 inches larger than bust.

Bust measure 34 to 42. Even sizes.

Length over bust about 21 inches.

Order Actual Size. Postpaid... 2.98

298

This "Nu Back" Flex-O-Form Gives You the Charm of Youth

22-104 Wear this corsette and keep in line with Fashion! An extremely smart style in peach rayon brocade, with swami rayon over the bust. Plenty of strong elastic to hold it snug, while affording full freedom. Has sliding back, and an inner reinforcement at front. Hooks smoothly and closely down the side. Hip expansion 2 to 3 inches larger than bust.

Bust measure 30 to 38. Even sizes.

Length over bust about 21 inches.

Order Actual Size. Postpaid... 2.98

72 × SIMPSON'S PAY POSTAGE

SMART GIRDLES AND CORSETTES

FOR THE

Youthful Miss!

*Satin
Bandeau*

39¢

25¢

1.00

*Satin
Girdle*
1.59

Side-Hooking Girdle

22-115 Peach rayon satin brocade and elastic. Hip expansion 9 to 11 inches larger than waist. Length about 14 inches. Waist 24 to 30. All sizes. **1.00**

22-114 Bandeau of peach rayon satin. Elastic in back. Depth about 6 inches. Bust 30 to 36. Even sizes. **25¢**

A Sturdy Corset

For Firm Support.
Laced Down the Front.

1.00

22-118 Peach rayon brocade and elastic. Shield under lacing to prevent pinching. Light boning. Hip expansion is from 9 to 11 inches larger than waist. Length about 15 inches. Waist 24 to 30. All sizes.

Step-In Girdle

Zipper at Side.

98¢

Gives You Slender Lines.

22-119 Comfortable laceless girdle with the zipper-fastener. Fine peach rayon brocade. Elastic at sides for snug fit. Hip 7 to 9 inches larger than waist. Back-length about 12 inches. Waist 24 to 28. All sizes.

Trim-Line Corsette

Very Practical.

1.00

Snug and Smooth-Fitting.

22-124 Very popular corsette of peach rayon brocade. Swami rayon over bust. Elastic panels. Boning over diaphragm. Hip 2 to 3 inches larger than bust. Side-length about 17 inches. Bust 30 to 38. Even sizes.

The Correct-Form Girdle

22-117 White batiste, with satin and "Lastex". Light boning at front. Hip 6 to 8 inches larger than the waist. Length about 14 inches.

Waist 24 to 30. All sizes. **1.59**

22-116 Lovely bandeau of white rayon satin, with lace. Elastic at back. Depth about 6 inches.

Bust 30 to 36. Even sizes. **39¢**

EXTRA
DEEP
59¢



Corded Waist

The Style
for Young Girls.

98¢

22-123 Very durable waist of pink coutil. Comfortable and practical. Adjustable shoulder-straps. Lacing down the back. Easy to wash. Length about 12 inches.

Waist 24 to 30.

Even sizes.

Short Girdle

To Keep the
Hips Smooth.

69¢

22-120 Just ideal for growing girls. Girdle of peach rayon brocade and elastic. Long back. Hooked smoothly at side. Easy to launder. Back-length 10 inches.

Waist 24 to 28.

In all sizes.

Light Girdle

Ideal for the
Slender Woman.

98¢

22-122 Peach rayon brocade model. Lightly boned. Strong "Lastex" panels. Hooks at side. Hip expansion 7 to 9 inches larger than waist. Length about 12 inches.

Waist 24 to 30.

In all sizes.

Form-Fitting

"Lastex" Girdle.
For Sport Wear.

59¢

22-121 Smart peach "Lastex" girdle in the popular "Roll-On" style—no boning, no seams, no hooks. Easy to wash and serviceable. Fine for athletics or sports. Length about 13 inches.

Waist 24, 26, 28.

Smartly-Fitted Bandeau

Made for Trim Control

22-110 Peach rayon brocade bandeau. Elastic at sides. Hooks down front and moulds the form perfectly.

Depth about 9 inches.

Bust 34 to 40. Even sizes. **59¢**

59¢



Favorite

Narrow
Bandeau.

2 for 49¢

22-111 Smooth-fitting bandeau of peach rayon brocade. Elastic at back where it hooks.

Depth about 6 inches.

Bust 30 to 36. Even sizes.

Shaped Bandeau

Forms the Bust
in Nature's Way.

29¢

22-108 Narrow cup-shaped bandeau of white rayon Duchesse satin, with elastic at front.

Depth about 6 inches.

Bust 30 to 36. Even sizes.

Splendid Quality

Fitted Bandeau for
New Figure-Beauty.

49¢

22-112 Made of peach coutil, with swami rayon over bust. Elastic inserts. Hooks at back.

Depth about 8 inches.

Bust 32 to 40. Even sizes.

Side-Hooking Bandeau

22-109 Made of peach rayon brocade in attractive weave. Elastic inserts for expansion. Hooked down side. Depth about 9½ inches.

Bust 30 to 40. Even sizes. **Postpaid 29¢**

Neat-Fitting Bandeau

22-107 Well-shaped bandeau of peach rayon brocade, with elastic insert at back where it hooks. Wears well. Depth about 8 inches.

Bust 34 to 40. Even sizes. **Postpaid 39¢**

A
29¢

B
39¢

A Serviceable Bandeau

Ideal for the Full Figure

22-113 Extra-deep bandeau. White cambric, trimmed with lace. Elastic inserts. Reinforced under the arm.

Depth about 12 inches.

Bust 34 to 44.

Even sizes. **Postpaid 59¢**



Special
1.00

Elastic
Back

Corsette for Youth and Beauty

Perfect Freedom . . . Firm Support

22-125 You'll feel slim and trim in this smooth-fitting corsette. Very flexible, it allows easy movement yet gives firm control. Made of peach rayon brocade, with two-way-stretch peach elastic at the back to hold it close. Plain coutil forms the bust-section. Easy to wash and wears well. Side-length about 19 inches.

Bust measure 30 to 38.

Even sizes. **Price, Postpaid 1.00**

SIMPSON'S LOW CASH PRICES × 73

Glamorous "SOFT-TYPE" Foundations

Lastex
AND
SATIN



THREE-WAY *Lastex* GIRDLE

"Step-In" Model
For All Active Sports

100

22-131 If you enjoy athletics or sports, you'll like to wear the girdle shown on the figure at the right. It is a smooth-fitting model of two-way-stretch peach "Lastex", with a separate crotch-piece of rayon fastened in with dimes. Has four hose-supporters which may be removed. This is a special style, designed to be worn with or without a pantee, as you wish. It is extremely popular with all those who like activity. Length at side about 14 inches.

Waist 24, 26, 28 only.

Order the Actual Size.



Corsette for the Tall Lady Designed for Perfect Grace

Keeps the Figure Slender.
Allows Complete Freedom.
Fits Smoothly and Perfectly.
High-Grade in Every Way.
Launders Easily and Well.

198

22-134 Wear this corsette, if you desire the neat slender appearance Fashion demands today! Made of rich rayon Duchesse satin in soft peach shade, with peach swami rayon over bust. "Lastex" inserts hold it snug, yet allow ample freedom and expansion. Hooks closely at side.

Bust measure 30 to 40. Even sizes.

Hip expansion 1 to 3 ins. larger than bust.

Side-length about 20 inches.

Order Actual Size for Correct Fitting.

A Revelation in Comfort Beautiful Trim-Line Corsette

Luxurious Appearance.
Easy Zipper-Fastener.
Elastic Shoulder-Straps.
Boned Inner Section.
Fashion-Right Garment.

298

22-135 You'll love this stunning garment! Designed to mould, hold and enhance your figure. Peach "Lastex" with front and back panels of rayon satin. Stitching in graceful leaf design on front. Lace over bust. Boned inner section to flatten the abdomen. Zipper-fastener at side.

Bust measure 32 to 38. Even sizes.

Hip expansion 1 to 3 ins. larger than bust.

Side-length about 20 inches.

Order Actual Size for Correct Fitting.

Short Girdle of Satin Holds the Hips Firmly

22-126 Slenderizing model of peach rayon Duchesse satin, with side-panels of elastic. Hooks at side and has four hose supporters.

98c

Length at side about 10 inches.

Hip expansion from 7 to 9 inches larger than waist.

Waist 24 to 30. All sizes.

Order Actual Size.

Abdominal Belt

Fashioned to Support and Beautify the Figure

22-130 Neat side-hooking belt of peach coutil, with front section of strong elastic. Flattens the abdomen. Boned to give firm support, laced at the back, and has four hose supporters. It will quickly improve your form.

Depth at side about 8 inches.

Waist 24 to 30. Even sizes.

Order Actual Size.

100



Graceful-Form Girdle of Brocade and Elastic

22-128 Designed for hip-control—a popular "step-in" girdle of peach rayon brocade and strong elastic. No lacing. Hooks at side. Light boning where needed. Big value! Length over hip about 14 inches.

Hip expansion from 6 to 8 inches larger than waist.

Waist 24 to 30. All sizes.

Order Actual Size.

169

Smooth-Fitting Corset

22-129 A practical garment that will control the hips, flatten the abdomen and give a flattering figure-line so desirable with present-day fashions. Made of peach coutil, with elastic at top. Laced at back and firmly boned.

Side-length about 14 inches.

Hip expansion from 10 to 12 inches larger than waist.

Waist 24 to 30. All sizes.

Order 2 inches smaller than normal.

95c

A Favorite Model for Slender Women

22-127 Light and comfortable girdle, made of peach rayon brocade, with side-panels of elastic. No lacing. Has firm boning and hooks down the side. If you are slender, this model will suit your figure. It is for either sports or dress wear. Length over hip about 14 inches.

Hip expansion from 7 to 9 inches larger than waist.

Waist 24 to 30. All sizes.

Order Actual Size.

100

Very Smart Girdle Zipper at the Side

198

22-133 On the figure at right, you'll see this beautiful girdle. Just a glance will show you how smoothly it fits the form—and inspection will prove its fine quality. A "step-in" model made from stretchy peach "Lastex", with panel of rayon Satin at front. Spray stitching trims the panel. Light boning to keep the abdomen perfectly flat. No lacing. The zipper-fastener is easy to use—one pull and it is adjusted. Side-length about 14 inches.

Hip expansion 4 to 5 inches larger than the waist.

Waist 25 to 30. All sizes.

Order the Actual Size.

.....

Satin Bandeau 45c A Popular Style

22-132 Smooth-fitting bandeau of peach rayon satin. Shaped bust section. "Lastex" inserts. Hooks at the back. Very easy to wash.

Depth about 6½ inches.

Bust measure 30, 32, 34, 36.



Simpson's CORSETRY

For a Youthful Figure

A well-fitting foundation garment is largely responsible for an attractive appearance, for, on the right foundation, your smartness depends, your contour is built.

These fashionable corsettes and girdles are designed to accent the good points of your figure and to correct the faulty ones. Adjusting your form to the desired proportions is a simple and comfortable procedure, when you wear any one of these styles. Nothing is better than a garment of "Lastex" or Rubber as an aid in acquiring the curves of youthful loveliness, the lines of true beauty and charm.

Select the model you prefer, take your measurement carefully and order the right size, then the garment will fit as it should, making you look your best in any costume you own.



Here's a Good Figure-Former **1.69**
22-142 Be slimmer and smarter by wearing this splendid corsette! Of two-way-stretch peach "Lastex", with satin and lace over the bust. If you are sport-minded, you'll like this soft boneless "roll-on" for its freedom. Also you will find it ideal to wear with the most stylish and dressy frock you own. Bust measure 32, 34, 36. Back-length about 15 inches.

A Perfectly Lovely Corsette **1.98**
22-143 A posture-aid—and an aid to the health! A very smart trim-fitting "roll-on" of two-way-stretch peach "Lastex", with pretty lace over the bust. A "soft-type" without hooks or lacing. We recommend it to afford comfort, give good service, and to improve every line of your figure. Bust measure 32, 34, 36. Back-length about 16 inches.

Lastex GIRDLES



A Favorite "Sna-Pantie" One of the Latest Fads

22-140 This smooth-fitting garment is both girdle and pantie in one—a style the modern lady likes, because, while it hugs the hips snugly, it puts no restraint upon her movements. Of two-way-stretch peach "Lastex", with a detachable crotch-piece which is fastened on by domes. A particularly good style to wear with Summer frocks—for outdoor life, athletics and sports—and also suitable for wear with dressy costumes, at any time.

Side-length about 14 inches.

Waist measure 24, 26, 28.

Our Low Price, Postpaid. 1.00
Order the Actual Size.

"Step-In" Pantie Girdle

22-136 Designed particularly for those who want full freedom, yet need some control of the hip muscles;—a model of peach "Lastex". Just step into it, gently pull it up in place, and your form is trimly corseted. It's the very latest idea for the slender young lady, and winning friends every day.

Waist measure 24, 26, 28.

Side-length about 13 inches.

Our Low Price, Postpaid. 59¢
Order the Actual Size.

Bandeau in "Uplift" Style

22-139 Of peach rayon satin and lace. Elastic at back where it hooks. Bust 30 to 38. Even sizes.

Order Actual Size. 39¢

A Favorite Reducer

**ADJUSTED BY
BACK-LACING**

**Trim-Form Corsette
Perforated Rubber**

2.98

22-144 You don't have to be uncomfortable in order to achieve a slim form! Just wear this perforated rubber corsette and learn what it will do toward slenderizing your figure, while you enjoy perfect ease. Swami rayon over the bust. Lacing in back, above the waistline, for adjustment. Soft peach shade. You'll wonder where the surplus flesh goes to, it will vanish so very rapidly! Bust measure 34, 36, 38.

Side-length about 21 inches.

Fine "Lastex" Girdle For the Athletic Lady

22-137 Just right for the season—a light-weight snug-fitting girdle of two-way-stretch peach "Lastex"—a model in which you'll acquire the figure of youth. It's a perfectly soft unboned garment—the right thing to wear for freedom as well as for the needed control. In it, you can be as active as you like. Waist measure 24, 26, 28.

Side-length about 13 inches.

79¢

You'll Look Your Best in This "Lastex" Girdle

22-138 You can't imagine, until you have worn it, how successfully this splendid girdle will mould your figure,—how smart you will look,—how free you will feel. A form-hugging "roll-on" of two-way-stretch peach "Lastex" with fancy rayon stripe. No boning, hooks nor lacing anywhere. Waist measure 24, 26, 28.

Side-length about 15 inches.

1.00

"Slender Mode" Girdle Lastex and Brocade

22-141 Every frock is lovelier if you wear this girdle underneath. "Lastex" centre-back stretches lengthwise. Side-panels stretch crosswise. Peach brocade at the front, with "Lastex" gore. Light boning over the abdomen. Hooks part way down one side. Waist 24 to 30. All sizes.

Side-length about 15 inches.

1.98



Nu Back

Uncorseted Freedom
WITH SMART
Figure-Control

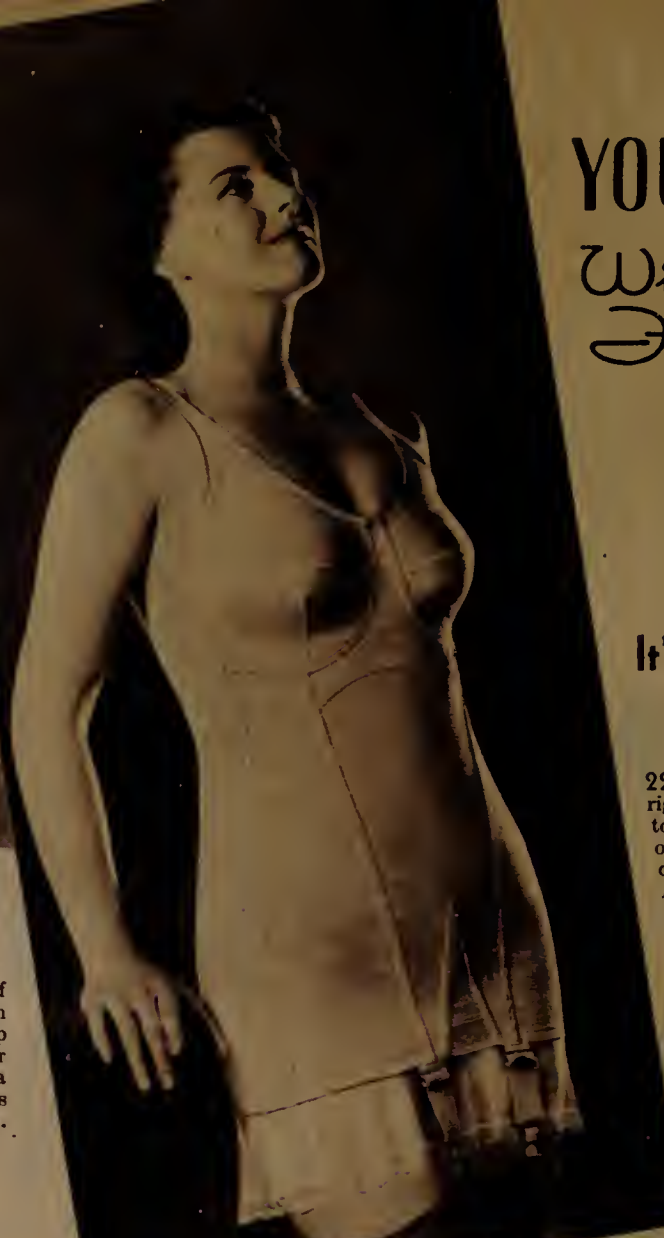


Slim Your Form Down!

498 "Nu Back" Corsette
Just the Style for
Curves of Beauty!

22-150 Note the two illustrations of this "Nu Back" model of peach rayon brocade and elastic! Deep side-hooking inner belt, boned over the abdomen, and adjusted by a lacing at each side. Sliding back has the flexible Coll-Wire Superbone.

The hip expansion is from
2 to 3 inches larger than bust.
Side-length about 19 inches.
Bust 34 to 44. Even sizes.
Order the Actual Size.



IMPROVE YOUR CONTOUR With this Special Figure-Forming Garment 298

It's a Delight to Wear!

Don't Hesitate to Try It . . .

You'll Find It Effective

22-151 You can be lovely of figure in the right foundation garment! If you would like to reduce your abdomen, or if your hips are over-developed, you should wear this neat corsette and watch your figure improve. A form-fit model made from peach rayon brocade, with plenty of strong elastic to hold it close while affording the expansion needed. Has a deep side-hooking inner belt of coutil and elastic, with firm boning to keep the abdomen perfectly flat. Hooks smoothly down the side and has four hose-supporters. It's a favorite, and no wonder. It has proved so helpful!

The hip expansion is from
1 to 3 inches larger than the bust.
Side-length about 20 inches.
Bust 34 to 44. Even sizes.

Simpson's Price, **2.98**
Postpaid, Only
Order the Actual Size.



Corsette for the "Short Stout"

Styled to Slenderize.
Builds a New Figure.
You'll Feel Good In It.
You'll Look Well, Too.

198

22-148 Plenty of figure-flattery in this garment of peach rayon brocade and elastic! Note the inner belt, boned to hold the abdomen flat and hooked smoothly at side.

The hip expansion is from
1 to 3 inches larger than bust.
Length over bust about 23 inches.
Bust 34 to 44. Even sizes.

Order the Actual Size.



BANDEAU
39¢

"Mona" . . A Reducing Corset

Wear It for Comfort.
Wear It and Have
the Form You Covet.

169

22-146 Practical well-made corset of heavy peach coutil and elastic. Back-lacing for adjustment. Reinforced. Firm double boning.

The hip expansion is from
10 to 12 inches larger than the waist.
Length over hip about 15 inches.
Waist 24 to 36. All sizes.

Order 2 inches smaller than normal.

22-147 Bandeau of peach rayon brocade and swami rayon. Elastic at back where it hooks. Depth about 6 inches.
Bust 30 to 38. Even sizes. **39¢**



Front-Lacing Rubber Girdle

Fits the Form Smoothly.
Reduces the Hips Gently.
Well Perforated to Give
Complete Ventilation.

198

22-145 In this age of figure-moulding clothes, your girdle must hold your form trimly. This model will, and you'll find it very comfortable, too. Of peach gum rubber, lined with jersey. Shield under lacing to prevent pinching. You'll never know you have it on, yet you'll see its good results from day to day. It is wonderful value!

Length over hip about 16 inches.
Waist 28 to 38. Even sizes.

Order 1 inch smaller than
your normal waist measure.



A Well-Designed Corsette

Prevents Unsightly Bulges.
Gives Utmost Comfort.
Controls the Abdomen.
Moulds Bust Perfectly.

298

22-149 If you would have a smart well-groomed appearance, this model will be of great help to you. Of peach rayon brocade, with built-up shoulder and sections of strong elastic. Has a side-hooking inner belt with good firm boning over the abdomen. Smart and graceful as well as a perfect support.

The hip expansion is from
2 to 3 inches larger than the bust.
Length over bust about 22 inches.
Bust 36 to 42. Even sizes.

Order the Actual Bust Size.

198

SPECIAL TYPES FOR STOUT FIGURES

The "All-in-One"

A Practical Corsette

22-158 Wear this smart form-fitting corsette under your new Spring frocks and attain grace and loveliness of figure. It's strongly made of peach coutil, with swami rayon over the bust. Has firm boning, and the full-length lacing at back permits easy adjustment. Designed to give plenty of support. Hip expansion 3 or 4 ins. larger than bust.

Bust 38 to 48. Even Sizes.

Side-length about 20 inches.

Our Price, Postpaid, Only..... **1.98**

Order the Actual Size.

Reducing Girdle Soft Ventilated Rubber.

198

22-153 Takes off inches! Fine-quality reducing girdle of ventilated elastic rubber in peach shade. Laced at back for adjustment, as needed. Lined with jersey. Hooks at front. Waist 24 to 38. Even Sizes. Length 16 inches.

Order Your Actual Measurement.

22-152 Neat-fitting bandeau of perforated elastic rubber in peach color, lined with jersey. Swami rayon over bust. Fastens at back. Bust 34 to 42. Even Sizes. Front depth about 7 inches.

Post Paid **95¢**

Splendid Corset **298** For Abdominal Support.

22-154 Here is a corset that will reduce unwanted bulges and give the smooth unbroken line that Fashion demands. Strongly made of peach coutil, with elastic for expansion. Laces at back and has side-hooking inner belt with two lacings for adjustment, as needed. Reinforced over the hips for extra strength. Hip expansion 7 to 9 inches larger than the waist.

Waist 28 to 40. All Sizes.

Side-length about 16 inches.

Order 2 inches smaller than your normal measure for correct fitting.



Our "Easy-to-Adjust" **398** 4-Lace Reducing Corset.

22-155 Every "inclined-to-be-stout" lady is anxious to look as smart as her more slender sister. Here's a specially-designed slenderizing corset which will aid the full-figured women to acquire that fashionable "slim" look. Made of heavy striped brocade in peach color. Has Coiled-Wire Marvelbone throughout, giving firm support yet allowing freedom of movement. Two lacings in outer section. Firm inner belt provides added control and has two lacings for adjustment, as needed. Gores of surgical elastic ensure a snug fit. Side-length about 16½ inches. Bust 34 to 44. Even Sizes.

Order the Actual Size.

Corrective Corset **298** Ventilated Gum Rubber.

22-156 An exceptionally fine "all-in-one" foundation garment, intended particularly for the full figure of average height. Of peach perforated rubber, and lined with soft jersey. Bandeau-top is of swami and lined with soft jersey. Bandeau-top and give a rayon, in a style that will lift the bust and give a youthful appearance. "Non-slip" elastic shoulder-straps. Adjustable back-lacing. Four hose supporters. If your hips are abnormally large and you are seeking a comfortable corrective corset, we can suggest none better than this. A low price, indeed, to pay for it. Side-length about 21 inches. Bust 36 to 48. Even Sizes.

Order the Actual Size.

A Smart Style for a Slim Silhouette

22-157 Present fashions make the correct foundation absolutely essential. Here's our "Lift-Ease" corset of peach rayon brocade and strong elastic, particularly beneficial to those whose hips and abdomen are over-developed. Boned inner belt of coutil and elastic. Hip is 3 to 4 in. larger than bust. Side-length about 20 inches. Bust 34 to 42. Even Sizes.

Our Price, Postpaid..... **2.29**

Order the Actual Size.

Simpson's "LIFT-EASE" REDUCER FOR THE Stout WOMAN

229





Special MATERNITY FOUNDATIONS

BANDEAU
98¢

Special Corsette 198 Three Lacings.

22-170 A splendid style for the expectant mother. Made from durable brocade in soft peach shade, with strong elastic arranged lengthwise and crosswise over the abdomen. Lacing at each side and lacing down the back, for easy adjustment. Hooks at one side. Gives great comfort. Side-length about 16 inches. Bust 34 to 42. Even Sizes. **Order the Actual Size.**

Very Practical 198 Maternity Belt.

22-167 Peach coutil and elastic, with **Coiled-Wire Marvelbone**. Hooks at side and has two lacings over the abdomen. Side-length about 12 inches. Waist 24 to 36. Even Sizes. **Order the Actual Size.**

Special Nursing Bandeau
22-168 A convenient practical style, of peach coutil and elastic. Inside pockets for gauze. Bust 34 to 40. Even Sizes. **98¢**

Belted Corsette 198 Easy to Adjust.

22-169 A splendid maternity corsette, designed to give the support needed. It is suitable, too, for reducing purposes. Attractive peach rayon brocade and elastic. Fitted with inner belt which clasps at front and has two elastic lacings. Outer section also has elastic lacings over hips. Side-length about 20 inches. Bust 34 to 42. Even Sizes. **Order the Actual Size.**



298

Simpson's HEALTH BELTS

198

One Adjustment
22-159 Peach coutil belt, laced at both sides, hooked at one side. Firmly boned. Adjustable back-lacing. The side-length is about 9½ inches. Waist 26 to 36. Even Sizes. **Postpaid. 1.98**
Order Actual Size.

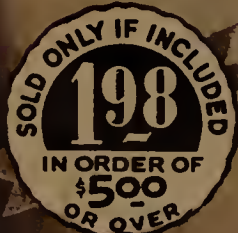
Two Adjustments
22-160 A splendid health-belt for women who need the comfortable control and support it gives to weak muscles in the back and abdomen. Designed to hold internal organs in position. Of peach coutil, firmly-boned. Hooks at the side. The back-lacing may be adjusted by the two buckled side-straps. Side-length about 11½ inches. Waist 26 to 36. Even Sizes. **Postpaid 2.98**
Order Actual Size.



GRAND SUPPORT FLEXIBLE "Coiled-Wire" COMFORT CORSETS BEND WITH THE BODY

BANDEAU
29¢

BANDEAU
50¢



Big Special with Your 5.00 Order!

22R165 Front-lacing corset of peach coutil. Elastic inserts. **Coiled-Wire Marvelbone**. Shield under lacing to prevent pinching. One corset sold for 1.98, as part of a 5.00 order from our catalogues. Hip expansion 8 to 10 inches larger than waist.

Waist 26 to 34. All Sizes. } **Order 1 inch smaller than your normal size.**
Side-length about 16 inches.

Popular "Uplift" Bandeau of Rayon-Finished Repp

22-166 Peach shade. Strong elastic at back. Bust 30 to 36. Even Sizes. Depth about 7 inches. **29¢**

Back-Lace Corset 139 Very Trim-Fitting.

22-164 Strongly-made corset of peach coutil and elastic, boned with the unbreakable **Coiled-Wire Marvelbone**. Very flexible and comfortable to wear, yet gives the figure ample and firm support. Hip expansion 9 to 11 inches larger than waist. Side-length about 16 inches. Waist 26 to 32. All Sizes.

Order 2 inches smaller than your normal size.

Form-Moulding 198 and Durable Corset.

22-162 Back-lacing corset of peach coutil and elastic. Has unbreakable **Coiled-Wire Marvelbone**. Hip is 12 to 14 inches larger than waist. Side-length about 15½ inches. Waist 26 to 40. All Sizes.

Order 2 inches smaller than your normal size.

22-163 Bandeau of peach coutil. Depth over bust 8 inches. Bust 34 to 40. Even Sizes. **50¢**

Stylish Corset 198 Laced at the Front.

22-161 A close-fitting foundation garment of attractive peach rayon brocade and fine elastic. **Coiled-Wire Marvelbone** throughout, giving complete freedom of movement. Shield under lacing. Hip expansion is 9 to 11 inches larger than waist. Side-length about 16½ inches. Waist 24 to 32. All Sizes.

Order 1 inch smaller than your normal size.

78 ★ BUY SIMPSON'S QUALITY

298

Simpson's FOUNDATIONS The Modern Woman's Sure Way to

FIGURE-
BEAUTY

Special
179

98¢

KNIT
Laster
BACK

Corsette, for Beauty and Support

22-177 Just the model for figure improvement and a stylish appearance! Skirt section of strong elastic webbing which stretches cross-wise and keeps the form trim. Front-panel of peach coutil, with firm boning inside over the abdomen. Upper section of coutil and swami rayon, shaped to mould the bust correctly. Elastic shoulder-straps. Garment hooks at side.

Side-length of elastic section 16 inches.

Bust 34 to 42. } Our Price, **2.98**
Even sizes only. } Postpaid,

Order Actual Size for Correct Fit.

Wear This Corsette to Slenderize Your Form

22-175 Don't let unsightly bulges spoil your figure! Here's a fashionable corsette which will aid you in acquiring the slender lines you covet—a smooth-fitting model of peach rayon brocade and strong elastic. Its special feature is a deep side-hooking inner belt of coutil and elastic, boned to keep the abdomen perfectly flat. The garment will hold you and mould your form to perfection, while affording full comfort and freedom.

Bust measure 32 to 40. The even sizes only.
Hip expansion from 1 to 3 inches larger than bust.
Length at the side about 19 inches.

Order Actual Size.
Simpson's Low Price, **1.79**
Postpaid, Only,

This Keeps Your Form Slim!

22-178 Watch the humps disappear when you wear this trim-fitting corsette! See it on the figure above! Note the firm inner belt of coutil and elastic, with boning down the front to keep the abdomen flat! Outer garment is of peach rayon brocade and elastic, with light boning at front. Front-length about 19 inches. Hip expansion from 1 to 2 inches larger than bust.

Bust measure 30 to 38.

Even sizes. Postpaid, **98¢**
Order the Actual Size.

GIRDLES WITH KNIT-ELASTIC PANELS

SUPERBONE

BANDEAU
29¢

Simpson's
"Wonder
Belt"
MODEL
198

Special Girdle Hooked at the Front. 298

22-172 Smooth-fitting and a perfect reducer for hip and thigh. Of peach rayon brocade, with side-panels of heavy elastic webbing. Band of elastic at top of back. Firm boning to give support. No lacing. Front-length about 15 inches. Hip 10 to 12 inches larger than waist. Waist 26 to 32. All sizes.
Order the Actual Size.

Side-Hook Girdle 198 A Good Hip-Reducer.

22-171 Snug-fitting wrap-around, without lacing. Of peach rayon brocade and elastic webbing, with light boning to keep it firm. A joy to wear, it's so flexible and so comfortable. Gives real good service, too! Side-length about 15 inches. Hip 6 to 8 inches larger than the waist. Waist 26 to 30. All sizes.
Order the Actual Size.

Front-Lacing Corset 198 Coil-Wire Superbone.

22-173 Peach coutil, with elastic at top. Side-length about 20 inches. Hip expansion 9 to 11 inches larger than waist. Length over hip about 16 inches. Waist 24 to 30. All sizes.
Order 1 inch smaller than normal.
Peach Rayon Brocade Bandeau
22-174 Fastens at back. Elastic at sides. Depth over bust about 7 ins. Bust 32 to 38. Even sizes. **29¢**

We're Proud of This Style

22-176 Light in touch, yet firm in control,—our special "Wonder-Belt" reducing corsette which has been worn by so many with such perfect success. A rightly-proportioned garment of peach rayon brocade and strong elastic. Note the deep inner belt of coutil and elastic, boned to flatten the abdomen. Side-length about 19 inches. Hip expansion 2 to 4 inches larger than bust. Bust measure 34 to 44. Even sizes. Price, Postpaid **1.98**
Order the Actual Size.



Simpson's Economy Package . . . 32 Napkins
Save money on this large "Economy" package. Scientifically made of best-quality sterilized materials. Designed to afford perfect comfort and complete security.
31-100 Box containing 32 napkins. **Postpaid . . . 47¢**



For Long Service

Carefully constructed of good quality heavy rubber. Will give long service. Attractive Venetian shape with heron pattern. Scarlet, Blue or Green. Capacity about 2 quarts.
31-107 Postpaid **89¢**

Specially Priced

An exceptional value at this low price. Made of high-grade rubber of durable quality. In three attractive colors: Red, Green or Blue. Capacity about 2 quarts.
31-108 Postpaid **49¢**

Simpson's Hot Water Bottles are Guaranteed.



Dr. Tullar Syringe

Combination rectal and vaginal syringe. Vaginal pipe specially constructed to produce a whirling spray for thorough cleansing. Large, ribbed, white rubber bulb with adjustable shield.
31-111 Postpaid **2.65**

Attachments

Vaginal and rectal pipes. Good quality red rubber tubing with shut-off clip. Complete set.
31-112 Postpaid **39¢**

Red rubber tubing only. One 5-ft. length.
31-113 Postpaid **15¢**



Surgical Gauze

Keep a supply on hand for emergencies. Good quality cotton gauze for household use. In convenient 5-yard pieces. Good value.
31-117 5 yards. Postpaid **23¢**

Absorbent Cotton

Specially prepared for surgical and household uses. Wrapped in protective, heavy Blue paper. Supplied in convenient 1-lb. rolls.
31-116 Postpaid **39¢**

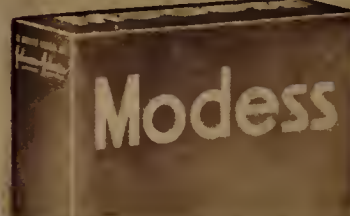
White Rubber Sheeting

Heavily coated with rubber on each side. Will stand plenty of hard wear. Width 36 inches.
31-118 1 yard. Postpaid **80¢**

Rubber Gloves

(A) Extra-heavy Black rubber gloves. Pebbled to give good grip. They resist the action of soap. Sizes 7, 8, 9.
31-120 Postpaid **29¢**

(B) Protect your hands with these fine-quality Latex rubber gloves. Coral color. Sizes 7, 8, 9. Order size full large.
31-119 Postpaid **22¢**



Modess

Specially treated on sides and back for "Certain-Safe" protection. Has soft absorbent cellulose filler and sanitary hospital gauze covering.
31-101 12 in box... 2 boxes **41¢**
31-102 48 in box... **69¢**



Kotex

Very soft and absorbent. 12 in box. 2 boxes
31-103 Regular. **41¢**
31-104 Junior size. **41¢**
31-105 Super size. **41¢**
Kotex. Regular size. **69¢**
31-106 48 napkins in box... **69¢**

HYGIENIC FEMININE NEEDS



Invisible Tampax

Modern type sanitary protection. No belt or pins needed. Approved by physicians. Deodorized. Worn internally. New Comfort. New Security. New Freedom.
31-127 Box of 10. Postpaid **39¢**

Invisible Tampax. Same as above.
31-128 Box of 5. Postpaid **25¢**

Snow-White Zonitors

Antiseptic, germicidal, non-irritating, vaginal suppositories. Box of 12.
31-129 Postpaid **1.00**

Foldene (formerly Coezene)

No belts, no pins, no pads needed with this modern method of sanitary protection. Cup of pure soft rubber to be worn internally with comfort and safety. New and improved. Endorsed by doctors and physicians. Small, Medium, Large.
31-130 Postpaid **89¢**

Martek's Female Pills

Specially prepared pills to aid and regulate normal functions.
31-131 Regular. Postpaid **2.00**
31-132 Special strength. Postpaid **3.50**

Sanitary Goods Are Not Returnable or Exchangeable

Dr. Chase's Paradol

Special preparation for lessening pain. Reliable and non-habit forming.
31-133 Postpaid, 10 tablets **35¢**

Ortho-Gynol

A Johnson & Johnson preparation for feminine hygiene. Harmless and easily applied. Highly recommended.
31-134 Postpaid, with applicator **1.25**
Ortho-Gynol without applicator.
31-135 Postpaid **1.00**

Midol

Specially prepared tablets for rendering quick relief from pain. Dependable and harmless. 10 tablets in container.
31-136 Postpaid **39¢**

Dr. D. M. Coonley's Orange Lily. Suppositories for treatment of feminine irregularities. Well-known and efficient. About one month's treatment.
31-137 Postpaid **1.95**

Sanitabs

Effervescent tablet suppositories for feminine hygiene. Odorless, germicidal. Rapidly destroys micro-organisms. 12 tablets in moisture-proof container.
31-138 Postpaid **1.00**



Vaginal Syringe

Good-quality syringe with Red rubber bulb, cap and adjustable shield. The Black hard rubber curved pipe produces a gentle effective spray. Very efficient and excellent value at this low price.
31-114 Postpaid **75¢**

Combination Syringe

Combination vaginal and rectal syringe with good-quality Red rubber bulb and shield. Two interchangeable Black hard rubber stems specially shaped. Bulb has good capacity.
31-115 Postpaid **1.00**



Kleiner's Scented

A smooth fitting style that gives excellent protection. Fine-quality rubber. Flesh. Small, Med. Large.
31-121 Postpaid **35¢**

Nuvo-Belt

(A) Rayon elastic 3/4-in. wide with tubular edge. Adjustable. Comfort with security.
31-122 Postpaid **35¢**

Kotex Wonderform

(B) Belt of narrow rayon elastic. Adjustable, and self-balancing. Secure clasps. No pins needed.
31-123 Postpaid **25¢**

Nap Finished

The Kleiner "Feathernap" bloomers of high-grade rubber. Flesh color. Small, medium, large.
31-124 Postpaid **57¢**

Invalid Cushion

An aid to preventing bed sores and discomfort for the invalid. Also useful for added height on an automobile seat. Good quality rubber. Tufted. 14" across.
31-125 Postpaid **1.95**
Invalid Cushion. Plain. 14".
31-126 Postpaid **1.59**



DEPILATORIES

AND DEODORANTS



Neet

A depilatory cream for removing unwanted hair quickly and safely. Leaves skin soft. Retards regrowth.
31-139 **54¢**

Odorono Cream

An effective and easy-to-use depilatory cream. Reliable and harmless. A well-known product.
31-140 **35¢**

X-Bazin Cream

Remove unsightly hair with this easy-to-use cream. Harmless. Works quickly. Large tube.
31-141 **49¢**

Velvo-Tex

Removes unwanted hair. Simply rub the pad over the skin. A very popular modern method.
31-142 **2 for 35¢**

Laurel Razor

A dainty little boudoir razor. 2-piece handle. Nickel-finished. 2 blades included with set.
31-143 **25¢**
Blades for Laurel razor.
31-144 **15¢**
Package of 5 **15¢**

Odorono Preparations

Odorono preparations are very well-known for their effectiveness in checking perspiration and banishing odors. Choice of three kinds:
Regular Liquid deodorant.
31-145 **59¢**
Instant Liquid. For sensitive skin.
31-146 **59¢**
Odorono Ice. A cream deodorant.
31-147 **35¢**

TRUSSES

We have made special arrangements with a high class maker to supply trusses of good quality and made expressly to our customers' individual requirements. State needs fully. We will send you a chart showing how to measure and an estimate of the cost. Correct fitting ensured.
ELASTIC STOCKINGS — Write for chart enabling you to measure. Made to order. Be sure to measure carefully.

80 x SIMPSON'S PAY POSTAGE

GLORIFY YOUR HAIR



HAIR CURLER

Roll Curlers

(A) Light weight aluminum curlers performed for extra quick drying. "Quick-fix" rubber roller. 51-103... 6 for 15¢

Slumber Net

(B) Keep your curls and waves perfect, with this well-made net, while sleeping. Made of art silk. Mesh weave with drawstring. Brown. 51-108... 2 for 19¢

Water Wave Combs

(C) Moisten the hair, set in combs and allow to dry. Combs are made of curved and crimped celluloid. There are 3 each, 5-inch and 6-inch. 51-109... 6 for 25¢

Side Combs

(D) Specially designed for the new style coiffure. "Kantslip" side combs, daisy design. Shell or Amber. 51-110 Pair... 15¢

Hair Wavers

(E) "Smart" hair wavers made of all metal with crimped centre bars. 3 inches long. 12 in box. 51-111 2 boxes 19¢ "Rito" wavers—same style. Length 2¼ inches. 12 in box. 51-112 2 boxes 17¢

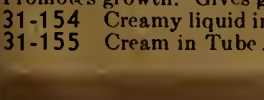
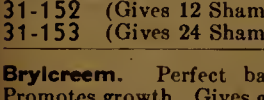
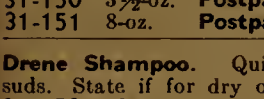
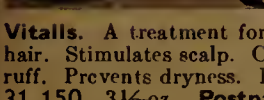
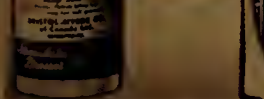
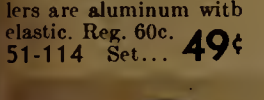
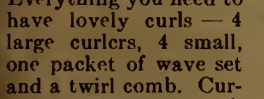
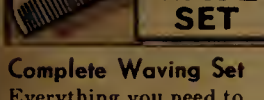
Flower Bandeau

(F) A double band with a colorful spray of small flowers. Light and comfortable. Assorted colors. 51-113... 15¢

JEWELLED HAIR CLIP



The SMART HAIR WAVE



Complete Waving Set

Everything you need to have lovely curls — 4 large curlers, 4 small, one packet of wave set and a twirl comb. Curlers are aluminum with elastic. Reg. 60c. 51-114 Set... 49¢

Set with Rhinestones

Tuck your curls back with these attractive clips. A brilliant rhinestone in a starlike setting furnishes a lovely ornament on a strong metal bobby pin. 51-115 Set of 5 19¢

Wire Hair Brush

(A) Stimulating flexible wire bristles in soft rubber. Walnut-finished back. 31-170 Postpaid... 33¢

Hair Brush

(B) Sturdy bristles well set in durable wood. 31-171 Postpaid... 35¢

Roll Curl Brush

(C) For bobbed hair. Medium-stiff bristles. Special curved shape. 31-172 Postpaid... 49¢

Dressing Comb

(D) Popular style. 7½ ins. long. Black only. 31-173 Postpaid... 10¢

Twirl Comb

(E) Tapered handle for curling hair. 8¾ ins. long. Black or White. 31-174 Postpaid... 10¢

Bobby Comb

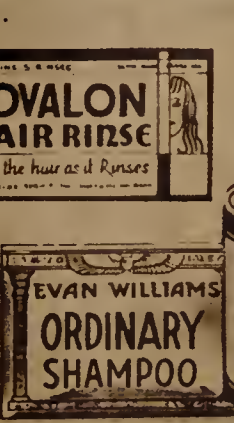
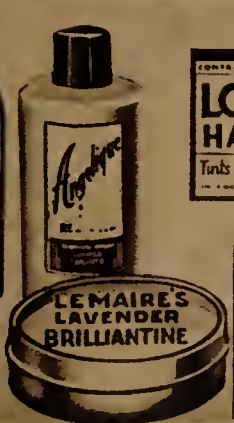
(F) A useful purse-size comb. Black. 5½ ins. 31-175 Postpaid... 10¢

Tuck Combs

Fashion's latest version of useful hair ornaments. Ideal for the new hair styles to keep a smart, neat coiffure. Choice of Shell or Amber. 51-123 Pair... 25¢

Bow and Clip

Any little girl would be delighted with this lovely satin double bow on a gilt metal hair clip. White, Pink, Nile, Copen, Red or Maize. 51-122... 15¢



Vitalis. A treatment for dry or oily hair. Stimulates scalp. Checks dandruff. Prevents dryness. Dresses hair. 31-150 3½-oz. Postpaid... 49¢ 31-151 8-oz. Postpaid... 89¢

Drene Shampoo. Quick, billowy suds. State if for dry or oily hair. 31-152 (Gives 12 Shampoos)... 59¢ 31-153 (Gives 24 Shampoos)... 99¢

Brylcreem. Perfect hair dressing. Promotes growth. Gives gloss to hair. 31-154 Creamy liquid in Bottle 49¢ 31-155 Cream in Tube... 49¢

Scalp Treatment Fitch's complete Scalp Treatment. Large bottle of Shampoo (reg. 55c) —bottle of Ideal Hair Tonic (reg. 25c)—Rubber Scalp Massage Brush (reg. 50c)—total value, reg. \$1.30. Simpson's price is little more than half! 31-156 Set 69¢

Grey Hair Restorer Angelique hair restorer—not a dye. Restores natural color of grey or faded hair. 31-157... 1.00

Brilliantine Solidified. Lavender-scented. Keeps hair neat and glossy. 31-158... 15¢

Lovalon Hair Rinse. Tints as it rinses. Black, Henna—Dk. Medium, Chestnut, Reddish or Golden Brown—Platinum, Light, Med., Reddish or Golden Blonde. 31-159 Postpaid... 35¢

Evan Williams' Ordinary Shampoo. Cleanses, brightens the hair without coloring. 31-160 Postpaid... 10¢

Evan Williams' Camomile Shampoo Gives natural brilliancy to hair. 31-161 Postpaid... 10¢ **Evan Williams' Henna Rinse** Gives lustre to faded hair. 31-162 Two rinses... 15¢

Orlex Compound Fine hair remedy. It gradually darkens faded or grey hair. 31-163... 59¢

Egyptian Henna Made from Egyptian henna leaves. Harmless coloring for the hair. Superior to ordinary henna. 31-164... 25¢

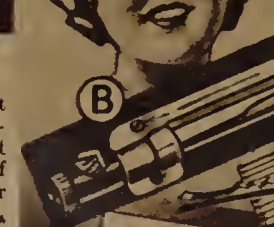
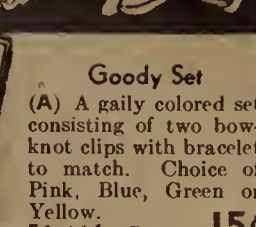
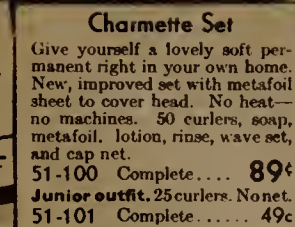
Hair Dye Tints grey or faded hair. Colors: Black, Brown, Warm Auburn, Brown, Blonde. 31-165 8 Bottles 5.25 31-166 2 Bottles 1.50

Morden's Natural Color Restorer. Won't stain skin or clothing. Restores youthful color to the hair. 31-167 7½ ozs. Postpaid... 1.00

Canadian Hair Dye. Colors grey or faded hair Auburn, Brown or Black, depending on the quantity used. 31-168 2 ozs. Postpaid... 55¢

Williams' Brilliantine. Preserves the soft texture of the hair and keeps it looking lovely. 31-169 2 ozs. Postpaid... 15¢

SIMPSON'S LOW CASH PRICES × 81



Vassar Wavers. Flexible rubber. 51-102... Card of 11 for 25¢ **Venus Hair Nets.** Bobs or cap shape. Light, Medium or Dark Brown, Auburn or Black. 51-119... 5 nets 25¢ As above. White or Grey. 51-120... 4 nets 25¢

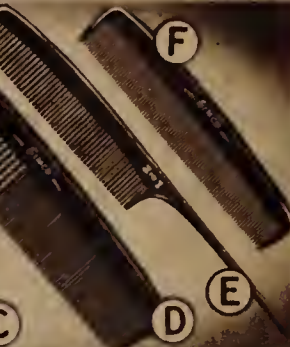
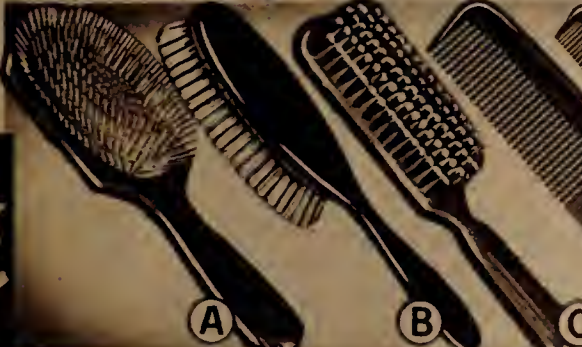
Wave-Setting Clips. Ideal for setting or holding waves firm. 4 on a card. 51-106 3 inches long... 20¢ 51-107 5 inches long... 20¢

Leader Hair Net of double mesh silk with elastic. Lt., Med., Dk. Brown, Black. 51-121... 9 nets 25¢

SWITCHES AND TRANSFORMATIONS



Transformations Made of best quality human hair. Please send sample for matching. Weft 22 inches, hair 15 inches long. Browns or Blacks. 51-124 2 oz. 3.00 Browns or Blacks. 51-125 2½ oz. 4.95 First quality. Browns and Blacks only. No Greys. 14-inch ventilated band. 16-inch hair. 51-126 2½ oz. Postpaid... 9.50



Three Stem Switches . . . Real Human Hair Waved. Blacks or Browns. No Whites or Greys 24 inches long. 51-127 Postpaid, 2 oz. 2.95 Fine-quality. Grey shades. 24 inches long. 51-128 Postpaid, 2 oz. 4.95 First quality. Black or Brown. No Greys. 51-129 22 inches long. 1½ oz. 3.95

For Sanitary Reasons Hair Goods Cannot Be Exchanged or Returned

Wire Hair Brush (A) Stimulating flexible wire bristles in soft rubber. Walnut-finished back. 31-170 Postpaid... 33¢

Hair Brush (B) Sturdy bristles well set in durable wood. 31-171 Postpaid... 35¢

Roll Curl Brush (C) For bobbed hair. Medium-stiff bristles. Special curved shape. 31-172 Postpaid... 49¢

Dressing Comb (D) Popular style. 7½ ins. long. Black only. 31-173 Postpaid... 10¢

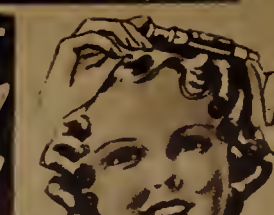
Twirl Comb (E) Tapered handle for curling hair. 8¾ ins. long. Black or White. 31-174 Postpaid... 10¢

Bobby Comb (F) A useful purse-size comb. Black. 5½ ins. 31-175 Postpaid... 10¢

Tuck Combs Fashion's latest version of useful hair ornaments. Ideal for the new hair styles to keep a smart, neat coiffure. Choice of Shell or Amber. 51-123 Pair... 25¢

Bow and Clip Any little girl would be delighted with this lovely satin double bow on a gilt metal hair clip. White, Pink, Nile, Copen, Red or Maize. 51-122... 15¢

HAVE LOVELY CURLS



Goody Set

(A) A gaily colored set consisting of two bow-knot clips with bracelet to match. Choice of Pink, Blue, Green or Yellow. 51-116 Set... 15¢

Pro-Curler

(B) Make as many curls as you wish and look lovely while your hair dries. An automatic curler with 12 Bobby Pins. Instructions included. 51-117 Set... 75¢

Dry-Fast Curlers

(C) Perforated aluminum curlers with elastic fasteners. Excellent for making end curls. Set of 6 Wavers and package of Wave-set Powder. 51-118 Set... 35¢

Gripette Bobby Pins

(D) Designed with crimping which keeps them firm in the hair. Black or Brown. 36 on a card. 51-104 3 cards 15¢

Bedtime Curlers

(E) Ventilated rubber curlers. Will not break the hair. They are so comfortable you merely "Sleep and forget they're on". Have plenty of lovely curls with these curlers, so easy to use. 51-105... 6 for 15¢

For Sanitary Reasons Hair Goods Cannot Be Exchanged or Returned



KEEP YOUR HAIR BEAUTIFUL



Orlex Compound Fine hair remedy. It gradually darkens faded or grey hair. 31-163... 59¢

Egyptian Henna Made from Egyptian henna leaves. Harmless coloring for the hair. Superior to ordinary henna. 31-164... 25¢

Hair Dye Tints grey or faded hair. Colors: Black, Brown, Warm Auburn, Brown, Blonde. 31-165 8 Bottles 5.25 31-166 2 Bottles 1.50

Morden's Natural Color Restorer. Won't stain skin or clothing. Restores youthful color to the hair. 31-167 7½ ozs. Postpaid... 1.00

Canadian Hair Dye. Colors grey or faded hair Auburn, Brown or Black, depending on the quantity used. 31-168 2 ozs. Postpaid... 55¢

Williams' Brilliantine. Preserves the soft texture of the hair and keeps it looking lovely. 31-169 2 ozs. Postpaid... 15¢

HOUSE FROCKS *...in Trim New Styles*

AN EVENT OF THE SEASON

SIZES
36 TO 52

Good Quality
Lowest Price

Through the co-operation of one of Canada's largest Cotton Houses, our buyer was able to purchase this group of outstanding Cotton Print dresses at a price which makes it possible to offer them to you at such remarkable savings. The fabrics are of exceptional quality, the styles are flattering and slenderizing, yet cut with particular attention to the necessary fullness at armholes, through the bust and in the skirt—in other words, they are made for the woman wearing sizes 36 to 52.

137
EACH

*Smartly
Slenderizing*

Colorful Durable Wash Frock

- (A) Cotton Print house dress with collar and pocket-tops neatly finished with edging in contrast. Front skirt pleats.
27-109 Wine. } Sizes 36, 38, 40, 42, 44, 46, 48, 50, 52.
27-110 Copen Blue. }
27-111 Brown. } **Postpaid..... 1.37**

Dot Print Styled Coat-Fashion

- (B) This Cotton Dot Print tub frock uses ric-rac braid on the contrasting trim, and buttons down the front.
27-100 White-and-Wine. } Sizes 36, 38, 40, 42, 44,
27-101 White-and-Navy. } 46, 48, 50, 52.
27-102 White-and-Black. } **Postpaid..... 1.37**

Cotton Print with Long Sleeves

- (C) Made with roomy comfort through bust, hips and shoulders. Cotton Print house dress with long sleeves.
27-103 Navy. } Sizes 36, 38, 40, 42, 44, 46, 48, 50, 52.
27-104 Black. }
27-105 Brown. } **Postpaid..... 1.37**

Print with Three-Button Bodice

- (D) A slenderizing Cotton Print frock cut with plenty of fullness through the bust and armholes. Two pleats.
27-115 Navy. } Sizes 36, 38, 40, 42, 44, 46, 48, 50, 52.
27-116 Black. }
27-117 Green. } **Postpaid..... 1.37**

Cotton Print in Colorful Design

- (E) Roomy, well-made wash dress of Cotton Print gaily designed. Crisp little lace fans adorn the collar.
27-106 Navy. } Sizes 36, 38, 40, 42, 44, 46, 48, 50, 52.
27-107 Black. }
27-108 Mauve. } **Postpaid..... 1.37**

Plainly Tailored Dot Print Dress

- (F) Easy to launder with its simple lines, this Dot Cotton Print dress uses contrasting tape trim. Front pleats.
27-112 Navy. } Sizes 36, 38, 40, 42, 44, 46, 48, 50, 52.
27-113 Green. }
27-114 Wine. } **Postpaid..... 1.37**

*Refreshingly
CRISP!*

*Drenched
in
COLOR!*

Smart Styles...
LASTING FABRICS
TUBFAST COLORS
SIZES
39 TO 53



149

169

179

188

Fagotted Binding

A full-cut Cotton Print house frock in the convenient coat style that is so easy to slip on and off. Contrasting fagotted binding trims the collar and two pockets. Buttons down front. Two pleats. Short puffed sleeves.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-133 Navy. }
27-134 Black. } **Post Paid.. 1.49**
27-135 Wine. }

Shirtmaker Style

Excellent quality—flattering style in this paisley-patterned Cotton Print dress. Two pockets trimmed with dainty lace and stitching. Two-color buttons. Front pleats.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-136 Grey. }
27-137 Blue. } **Post Paid 1.69**
27-138 Mauve. }
27-139 Green. }

Foulard Print

Smartly practical frock of fine-quality Cotton Foulard Print. Especially full-cut for the larger woman. Vestee front with novel buttons and double collar effect. Pleats in sleeves and skirt front.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-118 Green. }
27-119 Black. } **Post Paid.. 1.79**
27-120 Navy. }

Princess Coat Style

One of the most popular of all house dresses. Cotton Foulard Print in flattering princess style with tie sash at back. Collar, two pockets and sleeves trimmed with binding in contrast. Buttons down the front.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-127 Wine. }
27-128 Navy. } **Post Paid.. 1.88**
27-129 Brown. }



THREE SELECT STYLES

198
EACH

Long Sleeves

(A) Clean and crisp looking is this Cotton Foulard Print frock with trimming of fagotted inserts in contrast. Panelled skirt has two pockets and front pleats. Full-cut long sleeves; gathered yoke.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-121 Mauve.
27-122 Navy.
27-123 Black. **Postpaid..... 1.98**

Pique Trim

(B) Cut to give freedom and flattering lines to the larger figure. Good-quality Cotton Foulard Print in neat pattern with crisp pique collar and vestee. All-around tie belt. Front pleats in the skirt.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-124 Navy.
27-125 Black.
27-126 Mauve. **Postpaid..... 1.98**

Gay Print

(C) Long-sleeved house frock of best-quality Cotton Print in novel pattern, trimmed with binding and buttons in contrast. Sleeves are full-cut and gathered at shoulders. Two front pleats in the trimly panelled skirt. One pocket.

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-140 Navy.
27-141 Wine. **Postpaid..... 1.98**



A

B

C

198

198

198

Novelty Print Special

Wonderful value in this Novelty Cotton Print house dress! Like all of Simpson's larger-sized frocks, it is cut to fit the full figure, with plenty of room through the bust and around the armholes. The skirt has three front pleats for extra fullness. Breast pockets with flaps. Trimmed with lace and buttons in contrast. Pleated short sleeves. All-around belt. Priced for exceptional value!

Sizes 39, 41, 43, 45, 47, 49, 51, 53.
27-130 Navy. }
27-131 Black. } **Post Paid.. 1.00**
27-132 Green. }



Coat Frocks

- ★ QUALITY COTTONS
- ★ YOUTHFUL STYLES
- ★ ALL-FAST COLORS

Only **1.27** each



1.27
EACH

Smartly Striped Print

(A) Start off the day in a sprightly Cotton Print coat-frock that uses stripes for vividness. Ric-rac braid relieves the collar, sleeves and pockets. "Dirndl" lastex waist.

| | |
|---------------|----------------------------|
| 27-158 Wine. | } Sizes 14, 16,
18, 20. |
| 27-159 Black. | |
| 27-160 Navy. | |

Postpaid 1.27

Colorful Floral Print

(B) Sunshiny and high-colored with flower design, this Cotton Print tub frock does up with snap-fasteners all the way down the front. Self-ties at back. Three rows of tape finish the collar, pockets and swirl around the wide skirt bottom. Glorious colors.

| | |
|-----------------------|------------------------------------|
| 27-152 Navy-and-Red. | } Sizes 16, 18, 38,
40, 42, 44. |
| 27-153 Wine-and-Blue. | |
| 27-154 Blue-and-Wine. | |

Postpaid 1.27

Simple Check Print

(C) This efficient-looking Check Cotton Print dress buttons down the front. Ric-rac braid finishes square neckline and sleeves; outlines the pockets, and runs from the shoulders to skirt bottom.

| | |
|---------------|------------------------------------|
| 27-155 Maize. | } Sizes 14, 16, 18,
38, 40, 42. |
| 27-156 Blue. | |
| 27-157 Green. | |

Postpaid 1.27

Print "Snap-O-Frock"

(D) Be fresh and crisp from morning till night in this Check Cotton Print dress. Slip into it coat-wise and snap it from youthful collar to skirt bottom.

| | |
|---------------|------------------------------------|
| 27-145 Green. | } Sizes 14, 16, 18,
38, 40, 42. |
| 27-146 Blue. | |
| 27-147 Brown. | |

Postpaid 1.27

Gay "Dirndl" in Print

(E) Instant style appeal in this radiantly patterned "Dirndl" frock of Cotton Print. Buttons from square neckline to skirt bottom. Lastex waist and cuffs. Two-tone piping forms yoke and front band.

| | |
|---------------|----------------------------|
| 27-142 Brown. | } Sizes 14, 16,
18, 20. |
| 27-143 Blue. | |
| 27-144 Green. | |

Postpaid 1.27

Jacket Frock of Print

(F) A gaily colorful Cotton Print frock for sunny weather wear. Without the jacket—you have a smartly practical dress with just a hare hint of sleeve; colorful strap across the suntan back and shirred lastex waistline to give you skirt fullness. Gay buttons parade from the square neckline to the wide skirt bottom. Soft cord sash ties at the front. You'll love it with the pert bolero jacket, piped to match the colorful dress trim. Perfect for all day wear. A thrilling buy at this amazingly low price.

Sizes 14, 16, 18, 20.

| | |
|-------------------------|--------------------|
| 27-149 Brown-and-Green. | } Postpaid
1.27 |
| 27-150 Navy-and-Red. | |
| 27-151 Wine-and-Blue. | |

Zipper Frocks

- ★ CRISPLY COLORFUL
- ★ ALWAYS NEAT
- ★ TUB IN A JIFFY!

Only **148** each



F

NEAT
as a
New Pin

SIZES
36 TO 52

Dot Print for Coolness

(F) There's a freshness in this Dot Cotton Print—a smartness in the princess styling that makes it a joy to wear and see. Trimly styled with a zippered front and deep pleat. Dainty lace edging overlaps the colorful contrasting trim on the collar and short sleeves. Two roomy pockets. Made to flatter the woman wearing the larger sizes.

Sizes 36, 38, 40, 42, 44, 46, 48, 50, 52.

27-175 Navy. }
27-176 Wine. }
27-177 Green. } **Postpaid ... 1.48**



A



B



C

148
EACH

Sunny Print with Tape Trim

(A) For gay charm and youthful lines wear this paisley-patterned Cotton Print with its full skirt and zippered front. Short puff sleeves give that cool crisp look. Contrasting tape trim finishes the collar, sleeves and pocket tops.

27-172 Mauve. } Sizes 16, 18, 38,
27-173 Blue. } 40, 42, 44.
27-174 Green. } **Postpaid ... 1.48**

Plain Broadcloth with Pockets

(B) Frosty cool Cotton Broadcloth frock zips neatly from neckline to deep skirt pleat. Rows of stitching adorn the notched collar, sleeves and pocket tops. Four popular colors.

27-164 Blue. } Sizes 16, 18, 38,
27-165 White. } 40, 42, 44.
27-166 Green. } **Postpaid ... 1.48**
27-167 Black. }

Print with Gay Flowers

(C) Contrasting collar trimmed with a touch of lace adds to the crispness of this zippered Floral Cotton Print tub frock. Self tie-backs. Tubs up as fresh and colorful as when new.

27-168 Maize. } Sizes 16, 18, 38,
27-169 Navy. } 40, 42, 44.
27-170 Mauve. } **Postpaid ... 1.48**
27-171 Green. }

Foulard Print . . . Simply Styled

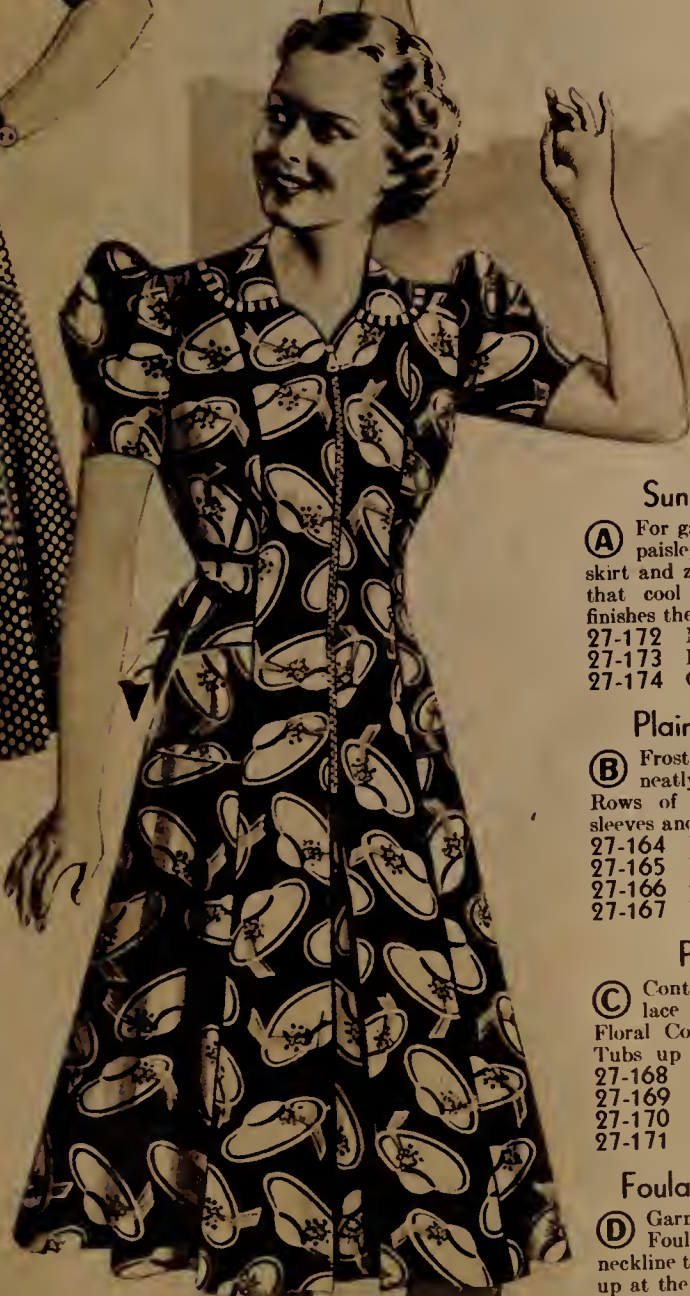
(D) Garnished with coquettish hats—this crisp Foulard Print tub frock zips from the cool neckline to inverted skirt pleat. Short sleeves puff up at the shoulders. Self ties emphasize the slim princess lines. Full swing skirt.

27-161 Green. } Sizes 14, 16, 18,
27-162 Blue. } 38, 40, 42, 44.
27-163 Wine. } **Postpaid ... 1.48**

Fresh and Bright Flower Print

(E) As sprightly and colorful as the first Spring day—this flowered Cotton Print uses collar and crisp cuffs in startling relief. Zip yourself in from the neckline to deep skirt pleat. Two handy pockets. A joy to tub and iron!

Sizes 14, 16, 18, 38, 40, 42, 44.
27-178 Wine. }
27-179 Navy. } **Postpaid ... 1.48**



D

CRISP
as a
Lettuce
Leaf



E

FRESH
as a
Crocus

FLATTERING Hoovers

COMBINE COMFORT
AND STYLE

**GREATER
VALUE**

at Lower Prices

**SIMPSON
SPECIAL
100**

Fresh Dot Print

Applique design enlivens the colorful collar. Lastex waistband at back. Furthermore, the dress is reversible — it buttons on either side.

Sizes 14, 16, 18, 38, 40, 42.

27-180 White-and-Red.

27-181 White-and-Navy

27-182 White-and-Green.

27-183 Navy-and-White.

27-184 Red-and-White.

27-185 Green-and-White.

Postpaid.... 1.00

Description of Dresses
Shown on Opposite Page

Bright Colored Broadcloth

(A) Sparkling with colorful charm, this Cotton Broadcloth frock uses ric-rac braid and a bow-tied belt at its lastex waist for originality.

Sizes 14, 16, 18, 20.

27-225 Blue.
27-226 Green.

Postpaid 1.69

Button-Trimmed Pique

(B) A supreme favorite for summer. Tailored wash frock of Cotton Pique with button trim. Interesting sleeve treatment. Stitched yoke and front-band opening into pleat.

Sizes 14, 16, 18, 38, 40.

27-205 Maize.
27-206 Powder Blue.
27-207 Green.

Postpaid 1.50

Zippered Foulard Print

(C) Deep vivid Foulard Print tub frock with zipper three-quarters of the way down the front. Close-fitting collar, brief sleeves and triangle pockets. Trim self-belt.

Sizes 16, 18, 38, 40, 42, 44.

27-213 Navy-and-Red.
27-214 Black-and-Red.
27-215 Brown-and-Orange.

Postpaid 1.98

Coat Dress of Linene

(D) Always fresh—always trim! Coat frock of colorful Linene cut on princess lines. Collar piping and buttons in pleasing contrast. Puff sleeves. Two deep pockets. Easy to tub. Opens out flat for ironing. Shirred lastex insert at back.

Sizes 16, 18, 38, 40, 42, 44.

27-202 Maize.
27-203 Blue.
27-204 Green.

Postpaid 1.59

New! Radiantly Young

(E) Something new and very exciting in the way of a cool Summer wash frock! Of Cotton Broadcloth with petal-scalloped neck and sleeves. Two-colored tape trim and ties. Buttoned from neckline to waist at back with ornamental buttons. Full skirt. Colorful design on white ground.

Sizes 14, 16, 18, 20.

27-211 Aqua-and-Rust.
27-212 Navy-and-Red.

Postpaid 1.79

Imported Cotton Broadcloth

(F) Bouquet-patterned Imported Broadcloth wash frock with four-colored piping used as an effective trim. Puff sleeves. Close-fitting collar. Patent belt. Deep pleats in skirt front.

Sizes 16, 18, 38, 40, 42, 44.

27-222 Wine.
27-223 Blue.
27-224 Maize.

Postpaid 1.88

Hand-Blocked Linene

(H) This peasant coat-frock of Hand-blocked Linene boasts quaint figures for novel design. Soft cord encircles the shirred waist with its plain front. Square neck and short sleeves.

Sizes 14, 16, 18, 20.

27-200 Natural-and-Red.
27-201 Natural-and-Blue.

Postpaid 1.88

Essex Broadcloth Frock

(K) So delightfully new, you'll want to wear it all day long! Styled of Essex Broadcloth with flattering white stripes. Colorful buttons and sash fringe for vivid contrast. Deep skirt pleat.

Sizes 14, 16, 18, 38, 40, 42.

27-219 Navy.
27-220 Red.
27-221 Black.

Postpaid 1.57

Gaily Designed Broadcloth

(L) Gay, bright and smart, this Cotton Broadcloth frock uses a riot of color in its novel pattern. Collar and cuffs in spanking white. Fulness of blouse gathered to front yoke.

Sizes 36, 38, 40, 42, 44.

27-208 White-Navy-and-Red.
27-209 White-Wine-and-Green.
27-210 White-Grey-and-Red.

Post Paid 1.49

Slub Linene with Zipper

(M) Slub Linene frock of gay charm—cool—washable! Zipper from collar to skirt pleat. Self-ties. Two pockets. Lovely summer colors.

Sizes 16, 18, 38, 40, 42, 44.

27-216 Green.
27-217 Blue.
27-218 Maize.

Postpaid 1.98

Colorful Cotton Broadcloth

(N) Vivid with color—this Cotton Broadcloth wash frock in "Dirndl" style uses heart-shaped pockets for a novel touch. Buttons from collar to shirred waist. Corselette belt.

Sizes 14, 16, 18, 38, 40.

27-198 Blue.
27-199 Green.

Postpaid 1.79

Foulard Cotton Print

You'll find this Foulard Cotton Print Hoover tubbale, wearable and smart for all day. Crossover organdie collar has embroidered motif. Deep pocket. Generous lap-over to skirt.

Sizes 16, 18, 38, 40, 42, 44.

27-186 Blue.
27-187 Red.
27-188 Green.

Post Paid 1.29

Crisp Linene

Practical and very cool looking is this simply styled Linene Hoover. Contrasting ric-rac braid trim on collar, sleeves and and pocket. Ample overlap to the skirt. Will tub like a charm.

Sizes 16, 18, 38, 40, 42, 44.

27-195 Maize.
27-196 Blue.
27-197 Green.

Post Paid 1.25

Spring-Like Print

You'll love the gay charm and delightful colorings of this Floral Cotton Print tub frock. Frilled roll-collar extends to lastex waistband. Full sleeves carry the same colorful tape trim of the pocket and collar. Inside tie for smooth fit. Generous skirt lap-over.

Sizes 14, 16, 18, 38, 40, 42.

27-192 Mauve.
27-193 Navy.
27-194 Green.

Post Paid 1.39

Reversible Wraparound

Peppered with polka dots. Fresh Dot Foulard dress in wrap-around style. Smartly reversible (see small cuts). Ric-rac braid trim.

Sizes 16, 18, 38, 40, 42, 44.

27-189 Navy-with-White.
27-190 Red-with-White.
27-191 Green-with-White.
27-281 White-with-Navy.
27-282 White-with-Red.
27-283 White-with-Green.

Post Paid 1.50

86 × BUY SIMPSON'S QUALITY

WASHABLE

Cottons

FINE QUALITY
LOWEST
PRICES



For Description See Opposite Page

TUB FROCKS of COOL FRESHNESS



198

129

Foulard Print

Bouquet-patterned Foulard Print in slender princess style. Crisp collar and pleated sleeve. Zipper from neckline to deep skirt pleat.

Sizes 14, 16, 18, 38, 40, 42, 44.

27-230 Blue.
27-231 Brown.
27-232 Green.

Postpaid..... 1.98

Rose Print

Dainty rose design showers over this Cotton Print tub frock. Dot Organdie frills the collar, sleeves and pocket tops. Tape insert from neck to skirt pleat.

Sizes 14, 16, 18, 38, 40.

27-235 Rose.
27-236 Blue.
27-237 Green.

Postpaid..... 1.29



125

Linene

Snap-O-Frock in crisp Linene domes from neckline to skirt bottom. Tri-colored tape trim for a colorful finish.

Sizes 14, 16, 18, 20.

27-238 Maize.
27-239 Blue.
27-240 Green.

Postpaid. 1.25



179

198

Check Broadcloth

Gay Printed Cotton Broadcloth frock smartly checked. Wide front waistband created by closely stitched pleating to match the ribbon-adorned square neckline. Short sleeves have turn-back cuff. Self-ties at back. Easily tubbed.

Sizes 14, 16, 18, 20.

27-227 Mauve.
27-228 Blue.
27-229 Black.

Postpaid..... 1.79

Foulard Print

Gay peasant frock of Foulard Print with a talent for looking fresh and unwilted on the very warmest days! Square neck with buttons each side of the multi-color stripe front. Lastex cuffs and Dirndl waist. Long tie sash. Full skirt.

Sizes 14, 16, 18, 20.

27-244 White-and-Navy.
27-245 White-and-Wine.
27-246 White-and-Brown.

Postpaid..... 1.98



184

184

Foulard Print

A happy choice for those sunny days. Brilliantly patterned Foulard Print coat-frock buttoning from V-neck to skirt bottom. High waist-yoke and lastex shirring around the back for a trim fit. Flower brooch.

Sizes 16, 18, 38, 40, 42, 44.

27-250 Green.
27-251 Blue.

27-252 Red.
Postpaid 1.84

Imported Broadcloth

Flower-sprigged bands in colorful needle-point design encircle this Imported Broadcloth tub frock. Dainty flower brooch at neckline of front band. Close-fitting collar. Tri-colored ribbon belt. Front of skirt smartly pleated. Three sunny colors.

Sizes 16, 18, 38, 40, 42, 44.

27-253 Blue.
27-254 Maize.
27-255 Red.

Postpaid..... 1.84

Foulard

Print

Vividly patterned Foulard Print with button fastening down the contrasting plain front-band. Colorful tape trim emphasizes the smartness of the front panel, and finishes the sleeves and novel pockets. Easy to tub—irons out flat. Good value.

Sizes 16, 18, 38, 40, 42, 44.

27-241 Red.
27-242 Blue.
27-243 Green.

Postpaid..... 1.98

198



159

Colorful Broadcloth

Smartly practical tub frock of Cotton Broadcloth. Notched collar and pocket tops finished with crisp white trim. Short sleeves with pleated shoulders. Button - fastening from neckline to belted waist. Two pleats in skirt front—plain at back.

Sizes 36, 38, 40, 42, 44.

27-233 Navy.
27-234 Black.

Postpaid. 1.59

Cheery Dot Print

The bungalow frock with Organdie frilled apron front buttoning at the cool crisp neckline. Perky Organdie frill outlines the sleeves and two large pockets. Applique pattern at front contrasts gaily to the Dot Print of the dress. Ties trimly at the back.

Sizes 14, 16, 18, 20.

27-247 Red.
27-248 Navy.
27-249 Green.

Postpaid. 1.00



100

Favorites
FOR All-Day

"Campus" Cottons

SO RADIANTLY Young!



198

Printed Slub Poplin

Natural-color Slub Poplin cleverly trimmed with border designs in bright colors. Lastex keeps the trim waistline snug. Three contrasting bows down the front.

Sizes 11, 13, 15, 17, 19.

27-263 Natural with Colors as Shown. **1.98**

198

Buttons and Braid Trim

Mercerized Broadcloth cleverly trimmed with ric-rac and buttons.

Sizes 11, 13, 15, 17, 19.

27-264 Green.
27-265 Red.
27-266 Blue.
27-267 Maize. **Post Paid 1.98**



199

The Windbreaker Dress

A gay Cotton Print dress with gored skirt front and tie sash. Separate sleeveless jacket of plain-color Cotton Poplin with Lastex at waist.

Sizes 11, 13, 15, 17, 19.

27-268 Navy.
27-280 Wine. **Post Paid..... 1.99**



179

The Peasant Frock

Gay colors on light ground! Foulard print with Lastex waist and cuffs. Buttons down the front. Matching peasant scarf.

Sizes 11, 13, 15, 17, 19.

27-277 Blue.
27-278 Green.
27-279 Red. **1.79**

149

New Print Design

Something new and different! Handkerchief Block Percale Print with Lastex at waist. Puffy sleeves. Patent belt and novel buttons in gay contrast.

Sizes 11, 13, 15, 17, 19.

27-269 Navy with Bright Pattern. **1.49**



159

The "Jumper" Style

One-piece dress in two-piece effect, with jumper of plain Broadcloth, and attached blouse of Print. Snug-fitting Lastex at waist.

Sizes 11, 13, 15, 17, 19.

27-259 Navy-with-Red.
27-260 Powder Blue-with-Wine. **1.59**



194

Trimmed with Lace

Zero-Shrunk Poplin with dainty lace ruffle and contrasting suede belt. Fitted yoke, puffy sleeves. A very gay frock for Summer!

Sizes 11, 13, 15, 17, 19.

27-256 Navy.
27-257 Wine.
27-258 Black. **1.94**



159

Zippered Princess Style

Cool comfort in this streamlined Slub Linene frock with zipper from collar to deep front pleat. Trimming in contrast. Two pockets.

27-270 Green.
27-271 Maize.
27-272 Blue.
27-273 Rose. **Post Paid..... 1.59**



188

Square Neckline

Brightly patterned Foulard Print with shirred waist and full skirt. Two novel pockets. Patent belt. Shirred sleeves.

Sizes 11, 13, 15, 17, 19.

27-274 Red.
27-275 Blue.
27-276 Green. **1.88**

194

Opens Down Front

Zero-Shrunk Slub Poplin in coat style with shirring at the waist. Crisp pique collar in contrast.

Sizes 11, 13, 15, 17, 19.

27-261 Navy.
27-262 Black.
Post Paid... 1.94

**SIMPSON
SPECIAL
198**

**COLORFUL
SPRING
STYLES**

**A "Simpson Special"
of Outstanding Merit**

Comfort-giving Oxford Tie of Soft Calf-finished Leather in White or Black. High scalloped front and novelty Cut-Outs. Walking heel and Leather sole.

40-521 White. } Sizes 3, 3½, 4, 4½, 5, } **1.98**
40-522 Black. } 5½, 6, 6½, 7, 7½, 8. }

Distinctive "Monk Strap"

Of Soft Calf-finished Leather in your choice of four popular colors. Dressy Cuban heel. Best Leather sole.

40-523 White. } Sizes 3, 3½, 4, 4½, 5, 5½, 6, }
40-524 Black. } 6½, 7, 7½, 8. }
40-525 Wine. } Our Price, }
40-526 Blue. } Postpaid a pair..... **1.98**

**Glossy Black Patent
Smart White Leather**

Novel Perforation accents the high front of this Sandal. Choice of glossy Black Patent or Soft Selected White Leather. Walking heel. Leather sole.

40-527 White. } Sizes 3, 3½, 4, 4½, } Post **2.25**
40-528 Black. } 5, 5½, 6, 6½, 7. } Paid.

**YOUR
CHOICE
OF
3 COLORS**

**BLACK PATENT
WITH
BLACK LEATHER
BROWN PATENT
WITH
BROWN LEATHER
ALL WHITE
LEATHER**

It's New . . . It's Different

All White Leather; Black Patent with Soft Leather tip and quarter; or Brown Patent with Soft Leather tip and quarter. Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.
40-539 All White Leather.
40-540 Black Patent. } Post **2.25**
40-541 Brown Patent. } Paid.

**Fashion Tip! Show Your Toes!
Wear This Season's Favorite Colors**

The smart woman chooses shoes to match her costume! Open-Toe and Open-Shank Sandal of glossy Black Patent Leather; Wine Calf-finished Leather or Blue Calf-finished Leather. High Cuban heel.

40-532 Black Patent. } Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7. }
40-533 Wine Leather. } Our Price, }
40-534 Blue Leather. } Postpaid a pair..... **2.45**

**WINE LEATHER
WITH
WINE PATENT
BLACK LEATHER
WITH
BLACK PATENT
ALL WHITE
LEATHER**

**COPY OF
A 500
MODEL**

Slim . . . Smart . . . Graceful

A clever combination of Soft Calf-finished Leather with glossy Patent in Black or Wine; or All White Calf-finished Leather. Cut-Outs. Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.
40-529 All White Leather. } Width E.
40-530 Black with Patent. } Post **2.95**
40-531 Wine with Patent. } Paid.

**TWO
SIMPSON
SPECIALS**

New "Wave Top" Gore Pump

Soft Selected Leather or Patent Leather. Elastic goring at front to ensure a perfect fit. Cuban heel.

40-537 All White Leather. } Width D.
40-538 Black Leather. } Our Price, }
40-513 Black Patent Leather. } Postpaid **2.95**
} Sizes 3, 3½, 4, 4½, 5, }
} 5½, 6, 6½, 7, 7½, 8. }

90 X

40-542 White. } **1.98**
40-543 Black. }
Cut-Out Eyelet Tie

Of soft Calf-finished Leather with Cuban heel and a durable Leather sole. Easy-fitting. Sizes 3 to 8, and half sizes.

40-535 Black. } **1.85**
40-536 Brown. }
Neat Walking Oxford

Of good-wearing Calf-finished Leather. Leather sole. Walking heel with Rubber lift. Sizes 2½ to 8, and half sizes.

Popular "High-Front" Pump

A stylish footnote for Spring! Distinctive pump designed and detailed like a much higher-priced shoe. The new high front is very smartly Cut-Out. Made from Soft Calf-finished Leather in your choice of Black or White. Dressy Cuban heel. Width D.

40-544 White. } Sizes 3, 3½, 4, 4½, 5, } **2.25**
40-545 Black. } 5½, 6, 6½, 7, 7½, 8. }

SOLD ONLY IF INCLUDED
1.45
IN ORDER OF
\$5.00
OR OVER

Simpson's ... IS THE RIGHT PLACE TO BUY SHOES

FOR YOUR WHOLE FAMILY

SOLD ONLY IF INCLUDED
1.45
IN ORDER OF
\$5.00
OR OVER



WE HAVE THE SHOES YOU WANT

- ★ The Very Latest Styles
- ★ Comfort and Arch-Support Shoes
- ★ Serviceable Rubber Footwear

Miracle Shoe Bargains
Either Style Sold with a 5.00 Order
Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

Oxford of *Selected Leather* in *Black, Brown or White*. Durable Leather sole and Walking heel. Sold as part of a 5.00 Order from our Catalogues.
40R500 White Leather Oxford.
40R501 Black Leather Oxford.
40R502 Brown Leather.
Price, Postpaid..... **1.45**

Strap Sandal of *Soft Selected Leather* in either *Black or White*. Leather sole and Walking heel. Sold as part of a 5.00 Order from our Catalogues.
40R503 White Leather Sandal.
40R504 Black Leather Sandal.
Our Price, Postpaid, a pair..... **1.45**



USE THE
Budget Club
SEE PAGE 210



Black or White Strap Sandal
with Novel Cut-Outs and Perforations
New Sandal style in *Soft White Leather*, or *Soft Selected Black Leather* with *Black Patent Leather* centre trim. Walking heel.
Sizes 3 to 8, and half sizes.
40-507 All-White Leather. }
40-508 Black with Patent. } **2.25**

Novel Slide-Fastener
Comfortable and Flattering
Walking Shoe of *Soft Black Suede* or *Black Gun Metal Leather*, with *Patent Leather* mudguard. Leather sole and Walking heel.
Sizes 3 to 8, and half sizes.
40-511 Black Suede. }
40-512 Black Gun Metal. } **2.69**

High-Front Cross-Strap
Blue or Black Suede with Calf
Soft *Blue Suede* with *Blue Calf* trim; or *Soft Black Suede* with *Black Calf* trim. Has *Leather* sole and *Cuban* heel.
Sizes 3 to 8, and half sizes.
40-519 Blue. } Post
40-520 Black. } Paid..... **2.95**

Very Different . . . Very Dressy
High-in-Front Laced Oxford Tie
All-White Calf-finished *Leather* or *Black Calf-finished Leather* with *Patent Leather* tip. *Leather* sole and *Cuban* heel.
Sizes 3 to 8, and half sizes.
40-509 All-White Leather. }
40-510 Black with Patent. } **1.98**

EXTRA SPECIAL

~~3.00~~
VALUE
1.79

PRICED LOW



Black Suede
40-644
Patent Trim.
Wedge or Dutch Boy Heel.

Black Suede
40-645
Patent Tongue and Trim.
Wedge Heel only.

Wine, Brown, Blue or Black Suede
Fancy Lacing. Elastic Gore.
40-643 Dutch Boy Heel and New Platform Sole.

Rich Black Suede
Cut-Out Sandal.
40-631 Wedge Heel.
40-648 Dutch Boy Heel.

Black Suede
40-647
Patent Trim.
Wedge Heel only.

Black Suede
40-646
Patent Trim.
Wedge Heel only.

Simpson's Presents the Most Sensational Shoe Bargain in Years

Styles featuring "Platform Soles" "Dutch Boy" heels, and the new "Wedge" heel which lends support to weak arches. Our buyer purchased the entire stock from a prominent Shoe Manufacturer, enabling us to offer these regular 3.00 Shoes at such a low price. Only a limited number of pairs in the lot. Sizes from 3½ to 8 in the lot, but not All Sizes in Every Style. Please give First, Second and Third Choice. State Color and Heel. Description, Colors and Style Number given with Each Shoe. Please order by the Catalogue Number shown under Each Shoe. If when your order reaches us, we are sold out of the shoe styles you select, we will send you your size in a similar style which we know will please you equally as well. If you do not wish us to substitute, please say so in your order, and we will return your money if the styles you choose are sold out of stock.



1.98

Your Choice
GUNMETAL
OR
SUEDE

Flattering High-Front Style Sandal
with Lacing and Buckled Strap

Black Gun Metal Leather or Soft Black Suede
—both with glossy Black Patent trim. Leather
sole and Walking heel. High front with lacing.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-564 Gun Metal with Patent. } **1.98**
40-565 Soft Suede with Patent. }



1.98 Glamorous "Mary Lee" Pumps **1.98**

Four Leathers in this beautifully tailored
Pump... Black Gun Metal Leather; Black
Suede; Selected White Leather or Black Patent. High Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-548 Black Gun Metal Leather. } **1.98**
40-549 Soft Black Suede Leather. } 40-550 Selected White Leather.
40-572 Glossy Black Patent.



Your Choice
GUNMETAL
OR
PATENT

Comfort and High Style
in Patent Leather or Gun Metal

Attractive Sandal style of Black Patent Leather
or Gun Metal Leather with Cut-Outs and Perfora-
tions. Comfortable Walking heel and Leather sole.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-546 Black Patent Leather. } **1.98**
40-547 Black Gun Metal. } Paid



300 VALUE
1.98



Your Choice
WHITE
SUEDE
GUNMETAL



"I NEVER DREAMED I COULD BUY SUCH SHOES FOR ONLY 1.98"

Fine quality and low price are combined in these "Mary Lee" Shoes. They're made by a special process used only in the Manufacture of high-priced Shoes. Built to ensure comfort, flexibility and a perfect fit. Three unusually smart styles in this group—Strap Sandal with Walking heel, Oxford with Walking heel, and a Four-Eyelet Tie with Cuban heel. Your choice of Black Calf-finished Leather, Soft Selected White Leather or Soft Black Suede Leather in all three styles. Real value at this extraordinarily low price!

Popular "MARY LEE" Shoes—Black Calf-Finished Leather... Soft White Leather... Soft Black Suede

40-551 Black Gun Metal Sandal. } **1.98**
40-552 Soft Black Suede Sandal. } Our Price,
40-553 Soft White Leather Sandal. } Postpaid.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-554 Black Gun Metal Oxford. } **1.98**
40-555 Soft Black Suede Oxford. } Our Price,
40-556 Soft White Leather Oxford. } Postpaid.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-559 Black Gun Metal Eyelet-Tie. } **1.98**
40-560 Soft Black Suede Eyelet-Tie. } Our Price,
40-561 White Leather Eyelet-Tie. } Postpaid.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.



**Genuine
COMPO
CONSTRUCTION
ONLY USED IN
HIGHER GRADE
SHOES**

An Exclusive
Creation
MARY LEE
Footwear



Your Choice
PATENT
LEATHER
OR
WHITE

New Eyelet-Tie of Real Distinction

Clever diamond Cut-Outs and novel eyelets make this
Tie Shoe a fashion favorite. Of Soft Selected Leather
in Black or White with Walking heel and Leather sole.

40-557 Black. } Sizes 3, 3½, 4, 4½, } **2.25**
40-558 White. } 5, 5½, 6, 6½, 7. }

High-in-Front with Novel Cut-Outs

Every line of this new Sandal is designed for flattery. Made from
Soft Selected Leather in White or Gun Metal. Very striking
Cut-Outs and Open Shank. Walking heel. Durable Leather sole.

40-562 White. } Sizes 3, 3½, 4, 4½, } **2.25**
40-563 Gun Metal. } 5, 5½, 6, 6½, 7. } Post Paid...

Youthful New Sandal Style

Your choice of Soft Selected White Leather or glossy
Black Patent. Perforations on front. Walking heel.

40-570 White Leather. } **2.25**
40-571 Black Patent. } Post Paid...

92 x SIMPSON'S PAY POSTAGE

Choose a Distinctive "MARY LEE" Shoe for Every Occasion



COLLEGE
WALKING
HEEL

NEWEST
STYLES
...
LOWEST
PRICES



Your Choice of
TWO HEELS



HIGH FRONTS
MIAMI SANDALS

Your Choice . . . Cuban or Walking Heel

Scallops attractively frame your ankle in this new Tie Shoe of *Soft Black Calf-finished Leather* with glossy *Black Patent Leather* tip and tongue. Cuban or Walking heel.

Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-574 Cuban Heel. } Our Price, 2.35
40-573 Walking Heel. } Postpaid.

An "Empire" Gore with a Classic Air

Your foot will appear daintier in this "Empire" Pump with its scalloped top. Elastic gore to ensure a perfect fit. Of *Soft Selected Leather* in *Black* or *White*. Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-581 White Leather. } Our Price, 2.25
40-582 Black Leather. } Postpaid.

The "Miami" Sandal for Smart Style

Your choice of two colors in this popular "Miami" Sandal. *All-White Soft Leather* or *Soft Selected Black Leather* with glossy *Black Patent* trim. Walking heel and Leather sole.

Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-578 All-White Leather. } Our Price, 2.39
40-579 Black with Patent. } Postpaid.



NEWEST
CREATIONS

Serviceable Walking Oxford At a "Simpson Special" Price

2.50 Value! Oxford of *Soft Calf-finished Leather* in *Black* or *Brown*. Durable Leather sole, and Walking heel with Rubber lift.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-517 Black. } Post 1.69
40-518 Brown. } Paid.

Sporty Cut-Out Tie in a Distinctive New Style

A new Eyelet Tie with attractive Cut-Outs and Perforations. Of *Soft Calf-finished Leather*. Walking heel and Leather sole.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-585 White. } Post 1.98
40-586 Black. } Paid.

Perforated "Monk" Sandal in Black or Brown Leather

Soft Calf-finished or *Soft Suede Leather* with Leather sole and Cuban heel.

Sizes 3 to 8.

40-566 Black Leather. } Half Sizes. 1.98
40-567 Brown Leather. }
40-568 Black Suede. }
40-569 Brown Suede. }

Something Very New in the "Empire" Tie Style

A "Wave-Top" Tie of *Soft Leather* with Cut-Outs. Leather sole and Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-505 White Leather. }
40-506 Black Leather. } 2.65
40-600 Black Patent. }

HIGH FRONTS

Lead the
Style
Parade



Smartly Slenderizing Sandal

Correct to Wear Any Time . . . Anywhere

High-front Sandal style of *Black Gun Metal* and glossy *Patent Leather* with novel Perforations and Stitching. Cuban heel and durable Leather sole. Strap buckles at side. A dressy, serviceable shoe that will fit your entire wardrobe!

40-587 Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Price, Postpaid. 2.45

The Tailored Pump Copy of a 5.00 Model

A Pump that will add to any costume. *Soft Black Suede Leather* trimmed with glossy *Black Patent*. Cut-Outs on the vamp. Cuban heel.

40-580 Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Price, Postpaid. 2.65

Cross-Strap Sandal of Suede and Patent

Tailored lines enhance this Sandal of *Soft Suede* with glossy *Patent Leather*. In *Black* or *Brown*. Cuban heel.

Sizes 3 to 8, and half sizes.
40-588 Black. }
40-589 Brown. } 2.95
Price, Postpaid.

A Simpson Special for Value and Comfort

Style and quality in this Oxford of *Soft Selected Leather* in *White* or *Black*. Walking heel. Leather sole.

40-593 White. } Sizes 3 to 8.
40-594 Black. } Half Sizes. 1.79
Post Paid

Low-Heel Sandal in Popular "Monk" Style

Of *Soft Black Calf-finished Leather*. Walking heel with Rubber lift. Leather sole.

40-592 Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7. Price, Postpaid. 2.19

DASHING SPRING STYLES LOW PRICE

Serviceable Wear and Lasting Comfort

You'll know style and comfort when you wear this Shoe! Two-Eyelet Oxford Tie of *Soft Elk (trade name) Leather* in your choice of *Suntan; Black or White*. Neat perforations on vamp and quarter. Has Walking heel with Rubber lift.

| | | | | |
|--------|---------|---------------------------------------|------------------|------|
| 40-595 | Suntan. | } Sizes from 2½ to 8, and half sizes. | } Post Paid..... | 1.98 |
| 40-596 | Black. | | | |
| 40-597 | White. | | | |

Distinctive Tie Shoe in White or Black

Of *Soft Selected Leather* in *White* or *Black*, with fancy tongue and Perforations. Cuban heel. Leather sole.

| | | |
|---|----------------|------|
| Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. | | |
| 40-754 | White Leather. | |
| 40-755 | Black Leather. | |
| | Post Paid..... | 1.98 |

Serviceable . . . Comfortable . . . Practical

Sturdy Oxford of *Soft Selected Leather* in your choice of *White, Black or Brown*. Leather sole and Walking heel with Rubber lift. May be worn with or without the tongue.

| | | | |
|---|--------|--------------|------|
| Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. | | | |
| 40-602 | White. | } Post Paid. | 1.98 |
| 40-603 | Black. | | |
| 40-604 | Brown. | | |

Dressy High-Front Gore Pump

Of *Soft Selected Leather*. Elastic Gore for a perfect fit. Cuban or Walking heel.

Sizes 3 to 8, and half sizes.

| | | | |
|--------|--------|-----------------|--------|
| 40-615 | White. | } Cuban Heel. | } 2.45 |
| 40-616 | Black. | | |
| 40-617 | White. | } Walking Heel. | } 2.45 |
| 40-618 | Black. | | |

Cut-Out Sandal with Spike Heel

Dressy Sandal style in your choice of *Soft Selected White Leather* or glossy *Black Patent Leather*. Very smart Spike heel. Clever Perforations and Cut-Outs on vamp.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

| | | |
|--------|----------------|--------|
| 40-598 | Black Patent. | } 1.95 |
| 40-599 | White Leather. | |

Stunning Cross-Strap Sandal

Very attractive Sandal with buckled cross-strap and smart Punch-Work. Of *Fine Soft Leather* in *White* or *Black*. Has dressy Cuban heel and a durable Leather sole.

Sizes 2½ to 8, and half sizes.

| | | |
|--------|----------------|--------|
| 40-606 | White Leather. | } 2.45 |
| 40-607 | Black Leather. | |

Copy of a 4.00 Style

Of *Soft Black Calf-finished Leather* with Patent Leather tongue, or *All-White Leather*. New Perforations and novel Cut-Outs. Walking heel and best Leather sole.

Sizes 2½ to 8, and half sizes.

| | | |
|--------|----------------|--------|
| 40-610 | White Leather. | } 2.25 |
| 40-611 | Black Leather. | |



Sport or Camp Oxford with Moccasin vamp and Round toe. Has Flexible Goodyear-Stitched Rubber sole and Rubber heel. Sizes 2½ to 7, and half sizes.

| | | | |
|--------|--------|---------|------|
| 40-575 | Brown. | } Price | 1.35 |
| 40-576 | Black. | | |
| 40-577 | White. | | |

Open-Shank Sandal

Of glossy *Black Patent Leather*. Pinked, Perforated and Stitched for smartness. Has a Leather sole and Cuban heel.

| | |
|--------|--------------------------------|
| 40-601 | Sizes 2½ to 7, and half sizes. |
|--------|--------------------------------|

| | |
|--------------|------|
| Post Paid... | 1.98 |
|--------------|------|

Open or Closed Toe

Of *Soft White Leather* with Open Shank. Novel Cut-Outs. Lacing at front. Walking heel.

Sizes 3 to 7, and half sizes.

| | |
|--------|-------------|
| 40-608 | Open Toe. |
| 40-609 | Closed Toe. |

| | |
|---------------------|------|
| Price Postpaid..... | 1.98 |
|---------------------|------|

High-Front Sandal

Soft Selected Leather in *Black* or *White*. New Perforated design. High front and cut-out low at sides. Cuban heel and durable Leather sole.

Sizes 3 to 8, and half sizes.

| | | |
|--------|--------|--------|
| 40-612 | White. | } 2.45 |
| 40-613 | Black. | |

Neat Sandal with Walking Heel

Sandal of *Black Patent Leather*, or *Fine Soft Leather* in *White* or *Suntan*, also *Black Gun Metal*. Neat Cut-Outs in vamp and strap. Durable Leather sole. Walking heel with Rubber lift.

| | | | |
|--------|-----------------|-----------------------------|------|
| 40-622 | White Leather. | } Sizes 3 to 8, Half sizes. | 1.89 |
| 40-623 | Black Patent. | | |
| 40-624 | Suntan Leather. | | |

| | |
|--------|------------------|
| 40-625 | Black Gun Metal. |
|--------|------------------|

94 x BUY SIMPSON'S QUALITY

**NEW YORK
STYLES
ARE
RIGHT
HERE**



New "Monk" Sandal in Patent or Gun Metal

You'll do plenty of going about in this flattering "Monk" Strap Sandal. Made in two popular leathers—glossy **Black Patent** or smooth **Black Gun Metal**. Strap laces through high front and buckles securely at the side. Neat Perforations on vamp. Has Cuban heel and durable Leather sole.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-626 Patent. }
40-627 Gun Metal. } **1.98**

"Mexican" Sandal of **Black Patent** in woven effect, with **Black Calf Leather** trim; or **Suntan Calf** with **Rosewood Leather** trim. Leather sole. Military heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-583 **Black Patent with Calf.** } Post

40-584 **Suntan Calf with Rosewood.** } Paid **2.98**

Above Shoe Will Not be in Stock until February 15th.

The Very New "Bicycle" Walking Oxford

Just slip your foot into this Shoe—it fits perfectly and besides it's very sporty looking! The "Balloon" Eyelet Walking Oxford of **Soft Selected Leather** in **White** or **Black**. Graduated Cut-Outs and neat Perforations. Durable Leather sole and comfortable Walking heel with Rubber lift.

Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-619 White. } Post
40-620 Black. } Paid..... **1.69**



Two-Eyelet Oxford Tie

Attractive style of **Fine Soft Leather** in **Black, Blue** or **White**. Novel Perforation design. Has Cuban heel and Leather sole.

Sizes 2½ to 8, and half sizes.

40-640 Black. } Our Price,
40-641 Blue. } Post
40-642 White. } Paid..... **2.45**

Charming "Empire" Sandal

Open-Shank style of **All-White Soft Selected Leather**; or **Black Patent** with **Black Gun Metal**. Cut-Outs and Buckled strap. Durable Leather sole. Dressy Cuban heel.

Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

40-638 White. } Post
40-639 Black. } Paid..... **2.19**

"Winged" High-Front Sandal

Popular Open-Shank Shoe of **Soft Selected Leather** in **White** or **Black**. Perforations and Pinking. Cut-Outs in Lattice effect. Durable Leather sole and a Cuban heel.

Sizes 3 to 8, and half sizes.

40-636 White. } Post
40-637 Black. } Paid..... **2.85**

"Wave Top" Tie Shoe

High-Front Tie with Cut-Out Eyelets and popular Wave Top. Of **All-White Leather**; or **Black Gun Metal** with **Black Patent**. Cuban heel. Good-wearing Leather sole.

Sizes 3 to 8, and half sizes.

40-634 White. } Post
40-635 Black. } Paid..... **2.95**



A Style Always in Good Taste

One of the most useful Shoes you could have in your wardrobe! A Three-Eyelet Tie of **Soft Selected Leather** in **White** or **Black**, showing effective Cut-Outs and Fine Perforations. Has good-wearing Leather sole and Cuban heel. Wonderful value!

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-752 White Leather. } Post
40-753 Black Leather. } Paid.... **1.79**

Cut-Out Sandal

A very attractive Shoe of **All-White Leather**; or glossy **Black Patent** with clever Cut-Outs and Perforations. Has a Leather sole and Walking heel.

Sizes 3 to 7, and half sizes.

40-632 White. }
40-633 Black. } **1.69**

Two-Eyelet Tie

Open-throat Tie of **Soft White Leather** with **White Patent** trim; or **Black Gabardine** with **Black Patent** trim. Good Leather sole. Cuban heel.

Sizes 3 to 8, and half sizes.

40-629 White. }
40-630 Black. } **2.98**

Tie with Spike Heel

Black Gun Metal or **All-White Leather**. Neat Perforations. Leather sole. Spike heel.

Sizes 3 to 8, and half sizes.

40-590 Black Gun Metal.
40-591 All-White Leather. **1.95**

Soft Suede-finished "Nubuck" with fine Perforations

Cuban heel and Leather sole

40-621 Sizes 3 to 8, and half sizes.

All-White..... **2.45**
Not in Stock until Feb. 15.

SIMPSON'S LOW CASH PRICES × 95



Black or White
Widths E, EE or EEE

Widths
E or EEE

Width E
White or Black

Width EE
Steel Shank

**Tie Shoe of Soft Selected Leather
in Your Choice of Black or White**

Has durable Leather sole and Cuban heel.

| | | | | |
|--------|--------|------|--|-------------|
| 40-656 | Black. | E. | } Sizes 3, 3½, 4,
4½, 5, 5½, 6,
6½, 7, 7½, 8.
Our Price,
Post Paid.. | 1.98 |
| 40-657 | Black. | EE. | | |
| 40-658 | Black. | EEE. | | |
| 40-659 | White. | E. | | |
| 40-660 | White. | EE. | | |
| 40-661 | White. | EEE. | | |

**Dressy High-Front Sandal
with Arch-Supporting Shank**

Sandal of *Fine Calf-finished Leather*. Steel Arch-Supporting Shank. Buckles at side. Durable Leather sole and Cuban heel.

| | | | | |
|--------|--------|------|---|-------------|
| 40-650 | White. | E. | } Sizes 3 to 8,
and half sizes.
Post Paid.. | 2.35 |
| 40-651 | Black. | E. | | |
| 40-652 | White. | EEE. | | |
| 40-653 | Black. | EEE. | | |

**Attractive Strap Sandal
with Perforated Design**

Buckle-Strap Sandal of *Fine Calf-finished Leather* in White or Black. Neat Perforations. Durable Leather sole and dressy Cuban heel. Correct style for all-time wear.

| | | | |
|--------|--------|---------|------------------------------|
| 40-654 | White. | Width E | } for Comfort. } 1.98 |
| 40-655 | Black. | Width E | |

**Comfortable Oxford Tie
that Gives Style Plus Fit**

Serviceable Oxford Tie of *Soft Selected Black Kid*, with Riveted Steel Arch-Support. Best-quality Leather sole. Cut-Outs at sides. Medium Walking heel.

| | | | |
|--------|------------|-------------|-------------|
| 40-649 | Black Kid. | Post Paid.. | 1.89 |
| 40-650 | White. | Post Paid.. | |

For NURSES, HOUSEWIVES, WAITRESSES



**Restful Walking Oxford
Correct for Street or Home**

Made from *Calf-finished Black Leather* with Black Suede inlays at the sides. Has Cuban heel and durable Leather sole.

| | | | |
|--------|------------|-----------------------------|-------------|
| 40-784 | Width E. | } Our Price,
Post Paid.. | 2.25 |
| 40-785 | Width EE. | | |
| 40-786 | Width EEE. | | |

Wide-Fitting Oxford

For Nurses, Housewives, Waitresses

Extra wide Oxford of *Fine Soft Leather* in White or Black. Riveted Steel Arch-Supporting Shank. Cushion insole and first-grade Leather outer sole. Medium heel.

| | | |
|--------|--------|--|
| 40-662 | White. | } Extra Wide
Width EEE. } 2.65 |
| 40-663 | Black. | |

**The Nurses' Oxford
for Real Freedom and Footease**

Roomy Oxford Tie of *Soft White Leather* or *Fine Black Kid*. Good-wearing Leather sole and Cuban heel. Very restful and neat looking for women in all walks of life!

| | | |
|--------|--------|--|
| 40-664 | White. | } Extra Wide
Width EEE. } 2.35 |
| 40-665 | Black. | |

**Popular "Monk" Sandal
Good-Looking and Comfortable**

Of *Soft Selected Leather* in Black or White with restful arch-support features. Cuban heel and durable Leather sole.

| | | | | |
|--------|--------|------|---|-------------|
| 40-678 | Black. | E. | } Sizes 3 to 8,
and half sizes.
Post Paid.. | 1.98 |
| 40-679 | White. | E. | | |
| 40-680 | Black. | EEE. | | |
| 40-681 | White. | EEE. | | |

**ARCH-SUPPORT
AND
EXTRA WIDE**

**ARCH-SUPPORT
AND
EXTRA WIDE**



Has Steel Arch-Support

Of *Fine Black Calf-finished Leather* with Black Patent tip and strap. Cuban heel.

| | | | |
|--------|------------|---------------|-------------|
| 40-669 | Width E. | } Post Paid.. | 2.45 |
| 40-670 | Width EEE. | | |

**The "Mudguard" Gore Pump
Duplicate of a 5.00 Model**

Of *Soft Selected Black Leather* with mud-guard and trim of glossy Black Patent Leather. Cuban heel and durable Leather sole.

| | | |
|--------|--------------------------|-------------|
| 40-614 | In D Width. | 2.45 |
| | Our Price, Postpaid..... | |

**Comfort and Real Service
in This Smart Walking Shoe**

Glove-soft *Black Kid Leather* Oxford with Cushion insole and best-quality Leather outer sole. Walking heel with Rubber top lift.

| | | |
|--------|--------------------------|-------------|
| 40-671 | In Width EEE. | 1.89 |
| | Our Price, Postpaid..... | |

**Popular High-Front Tie Shoe
with Steel Arch-Supporting Shank**

Black Gun Metal Leather with Black Patent trim. Steel Arch-Supporting Shank. Cuban heel and durable Leather sole.

| | | | |
|--------|------------|---------------|-------------|
| 40-672 | Width E. | } Post Paid.. | 2.65 |
| 40-673 | Width EEE. | | |

**COMFORTABLE
AND
PRACTICAL
Arch-Support
SHOES**



**WIDE AND
EXTRA WIDE**

In Widths
E and EE

For Service
and Comfort



**THREE
WIDTHS**

In Widths
E, EE and EEE



In Widths
E, EE and EEE

**White or Black Cut-Out Sandal
Correct for Everyday or Dressy Wear**

Outstanding in style and good value is this Cut-Out Sandal of Soft Selected Leather. Riveted Steel Arch-Supporting Shank. Dressy Cuban heel and durable Leather sole.

| | |
|-------------------------|------------------------|
| 40-674 White. Width E. | Sizes 3, 3½, 4, 4½, 5, |
| 40-675 White. Width EE. | 5½, 6, 6½, 7, 7½, 8. |
| 40-676 Black. Width E. | Post |
| 40-677 Black. Width EE. | Paid..... 2.45 |

**Dressy Cut-Out Oxford Tie
in Your Choice of Black or White**

Of Soft Selected Leather with Cuban heel and Leather sole.

| | |
|--------------------------|-----------------------|
| 40-682 White. Width E. | Sizes 3, 3½, 4, |
| 40-683 White. Width EE. | 4½, 5, 5½, 6, |
| 40-684 White. Width EEE. | 6½, 7, 7½, 8. |
| 40-685 Black. Width E. | Our Price, |
| 40-686 Black. Width EE. | Post |
| 40-687 Black. Width EEE. | Paid..... 1.79 |

**Black Calf-Finished Leather
with Riveted Steel Arch-Support**

Oxford with Leather sole. Cuban heel with Rubber lift.

| | |
|--------------------------|-----------------------|
| 40-666 Black. Width E. | Sizes 3, 3½, 4, |
| 40-667 Black. Width EE. | 4½, 5, 5½, 6, |
| 40-668 Black. Width EEE. | 6½, 7, 7½, 8. |
| 40-787 White. Width E. | Our Price, |
| 40-788 White. Width EE. | Post |
| 40-789 White. Width EEE. | Paid..... 1.98 |



**WOMEN'S
ARCH-SUPPORT
AND
COMFORT SHOES**

Three
Widths
E, EE
and EEE

In Black
or White

Has Steel Arch-Support

Of good-quality Black Kid with Black Suede trim. Leather outer sole. Soft cushion insole. Cuban heel.

| | |
|---------------------|---------------|
| 40-697 Width E. | Sizes 3 to 8. |
| 40-698 Width EE. | Half sizes. |
| 40-699 Width EEE. | Postpaid. |
| Sizes 3 to 8 and 9. | 2.35 |

High-Front Pump

Black Gun Metal Leather with glossy Black Patent trim. Elastic gore for a snug fit. Steel Arch-Supporting Shank. Durable Leather sole and Cuban heel.

| |
|---------------------------------|
| Sizes 3 to 8 and half sizes. |
| 40-694 Width E. |
| Price, Postpaid.... 2.45 |

Youthful "Monk" Style

Sturdy "Monk" Sandal made from Soft Calf-finished Leather attractively Stitched and Perforated. Wide buckled strap. Has durable Leather sole and Walking heel.

| |
|---------------------------------|
| 40-696 Sizes 2½ to 8, |
| and half sizes. |
| Price, Postpaid.... 1.98 |

One-Strap Slipper

Easy-fitting One-Strap Slipper of Soft Selected Black Leather. Made with Durable Leather sole and Low heel with Rubber lift. Serviceable for everyday wear.

| |
|---------------------------------|
| Sizes 3, 4, 5, 6, 7, 8. |
| 40-695 Width E. |
| Price, Postpaid..... 98¢ |

Selected Leather

Cut-Out Tie with Steel Shank and Cuban heel. Sizes 3 to 9. Half sizes.

| |
|--------------------------|
| 40-688 White. Width E. |
| 40-689 White. Width EE. |
| 40-690 White. Width EEE. |
| 40-691 Black. Width E. |
| 40-692 Black. Width EE. |
| 40-693 Black. Width EEE. |
| 2.45 |



**GUNMETAL
OR
SUEDE**



Neat Gore Pump

Black Velour Calf Leather with Riveted Steel Shank. Felt Cushion Sock-Lining. Has a Cuban heel.

| |
|---------------------------|
| In Widths E and EE. |
| 40-705 Sizes 3 to 8, |
| and half sizes. |
| Postpaid..... 2.95 |

Has Steel Arch-Support

Soft Black Kid with Felt Cushion Sock-Lining. Has best Leather sole and Walking heel with Rubber lift.

| |
|---------------------------|
| Widths E, EE and EEE. |
| 40-702 Sizes 3 to 8, |
| and half sizes. |
| Postpaid..... 2.95 |

Black or White Tie

Of Calf-finished Leather. Cuban heel. Leather sole. Combination-fitting last.

| |
|---------------------------|
| 3 to 8. Half sizes. |
| 40-706 White Leather. |
| 40-707 Black Leather. |
| In D width. |
| Postpaid..... 2.95 |

Black or Brown Tie

with Steel Arch-Support Of Velour Calf Leather. Leather sole. Cuban heel.

| |
|---------------------------|
| Sizes 3 to 8. Half sizes. |
| 40-703 Black Leather. |
| 40-704 Brown Leather. |
| E, EE and EEE. |
| Postpaid..... 2.95 |

"Camisole" Top . . . Copy of a 5.00 Model

A flattering Tie Shoe of Black Gun Metal Leather or Soft Black Suede Leather. Durable Leather sole. Cuban heel.

| |
|---|
| Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. |
| 40-700 Black Gun Metal. |
| 40-701 Soft Black Suede. |
| Width D. |
| Postpaid..... 2.85 |

Simpson's
Pay Postage

USE THE **BUDGET CLUB** SEE PAGE 210 X 97

The "Dr. Johns" HEALTH SHOES

(TRADE NAME)

Featuring Arch-Conservor

For FOOT HEALTH



In C, E and
EE Widths

Special Arch-Fitting Tie Shoe

"Dr. Johns" Shoe of *Fine Leather* in *Black, Brown* or *White*, with tongue of *Suede Leather* to match. Combination last. *Riveted Steel Arch-Supporting Shank*. Cuban heel. Leather sole.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.

40-708 *Black*. Widths C, E and EE.
40-709 *Brown*. Widths E and EE.
40-710 *White*. Widths E and EE.

Our Price,
Post Paid... **3.65**

Our customers have for many seasons enjoyed the comfort of these high-grade Health Shoes, made exclusively for Simpson's. All are of special construction, built on a combination last, wide at the ball of the foot and narrow at the heel. Have *Rigid Steel Arch-Supporting Shank*, securely Riveted. All Leathers and materials are carefully selected, and every style looks and fits like the finest Custom-made shoe. Prices are very low for such well-constructed shoes.



In C, E and
EE Widths

Neatly Styled Arch-Fitting Oxford Tie

"Dr. Johns" Shoe of *Soft Leather* in *Black, Brown* or *White* with Reptile-finished Leather trimming to match. *Riveted Steel Arch-Supporting Shank*. Cuban heel. Best Leather sole. A shoe for restful comfort!

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.

40-714 *Black*. Widths C, E and EE.
40-715 *Brown*. Widths E and EE.
40-716 *White*. Widths E and EE.

Our Price,
Postpaid
Your Choice... **3.65**



In
C and E
Widths

Smart Gore Pump

"Dr. Johns" Pump of *Soft Black Kid*. Elastic Gore under front. Combination last. *Riveted Steel Arch-Support*. Cuban heel and Leather sole.

Widths C and E.

40-711 Sizes 3 to 9,
and half sizes.
Postpaid... **3.65**



Black Calf

Width E

"Dr. Johns" Oxford

Soft Black Calf Leather with *Black Pin Seal Leather* trim. *Riveted Steel Arch-Support*. Leather sole. Comfortable Low Walking heel with Rubber lift.

In Width E.

40-712 Sizes 2½ to 7,
and half sizes.
Postpaid... **3.65**



In E
Width

Wave-Top Tie Shoe

"Dr. Johns" Tie of *Black Suede* with glossy *Black Patent Leather* laced through Wave Top. *Riveted Steel Arch-Support*. Dressy Cuban heel.

In Width E.

40-713 Sizes 3 to 8,
and half sizes.
Postpaid... **3.65**

Simpson's STYLISH COMBINATION FITTING SHOES

We PAY
POSTAGE

USE THE
Budget Club
SEE PAGE 210



Glove-Fitting Pump . . . Strikingly New There's Youthful Grace in Every Line

Moulded lines of the distinctive new "Puffed" vamp sweep up to the Wave Top at front. The Shoe is of *Black Kid Leather* or *All-White Calf-finished Leather*. Has Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-717 *Black Kid*. Width D
40-718 *White Leather*. } for Comfort

Price,
Postpaid

98 × BUY SIMPSON'S QUALITY 3.35



Smooth Black Kid and Soft Suede in a Gloriously Different Tie Shoe

A new style that's as serviceable as it is flattering to the foot. *Soft Black Kid Leather* with pleated leather on vamp and *Black Suede Leather* quarter. Has a dressy Cuban heel and durable Leather sole. A Four-Eyelet Tie Shoe that will carry you anywhere smartly and comfortably. Low priced for a shoe of such quality and style!

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-721 Width D for Comfort.
Simpson's Price, Postpaid, a pair... **3.35**



Black Suede or Calf with Patent in One of the Season's Newest Styles

Superbly styled—every line designed to give slender grace to the foot—a Four-Eyelet Tie Shoe with the mark of distinction. Your choice of *Soft Black Suede Leather* or *Soft Selected Black Calf*—both with new Puffed glossy *Black Patent* trimming. Clever Stitching enhances the new Cut-Out vamp. Laced high in front. Dressy Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

40-719 *Black Suede*. Width D
40-720 *Black Leather*. } for Comfort **3.35**



NEW
"DUTCH BOY"
HEEL

Hi-Front
Sandal

Hi-Front Tie in Three Colors

ew and different! **Suede-finished "Buck-Tex"** Oxford with novel Dutch Boy heel. Camisole Top and smart Cut-outs. You can easily see why this shoe is so popular!

| | | | | | | | | |
|-----------------|--|--|--|------|------|---------|------------|-----------|
| 0-722 White. | <table border="0"> <tr> <td>Sizes 3, 3½, 4,</td> <td rowspan="3"> <table border="0"> <tr> <td>Post</td> <td rowspan="3">1.79</td> </tr> <tr> <td>Paid...</td> </tr> </table> </td> </tr> <tr> <td>4½, 5, 5½,</td> </tr> <tr> <td>6, 6½, 7.</td> </tr> </table> | Sizes 3, 3½, 4, | <table border="0"> <tr> <td>Post</td> <td rowspan="3">1.79</td> </tr> <tr> <td>Paid...</td> </tr> </table> | Post | 1.79 | Paid... | 4½, 5, 5½, | 6, 6½, 7. |
| Sizes 3, 3½, 4, | | <table border="0"> <tr> <td>Post</td> <td rowspan="3">1.79</td> </tr> <tr> <td>Paid...</td> </tr> </table> | | Post | | 1.79 | Paid... | |
| Post | | | | 1.79 | | | | |
| Paid... | | | | | | | | |
| 4½, 5, 5½, | | | | | | | | |
| 6, 6½, 7. | | | | | | | | |
| 0-723 Blue. | | | | | | | | |
| 0-724 Red. | | | | | | | | |

Sporty Two-Tone or Solid Color

Walking Oxford of **Calf-finished Leather** with Goodyear-Stitched sole and Low Rubber heel. Choice of four colors.

| | | | | | | | | |
|-------------------------|--|--|--|------|------|---------|---------------|-----------|
| 40-725 Beige-and-Brown. | <table border="0"> <tr> <td>Sizes 2½, 3, 3½,</td> <td rowspan="4"> <table border="0"> <tr> <td>Post</td> <td rowspan="4">1.69</td> </tr> <tr> <td>Paid...</td> </tr> </table> </td> </tr> <tr> <td>4, 4½, 5, 5½,</td> </tr> <tr> <td>6, 6½, 7.</td> </tr> </table> | Sizes 2½, 3, 3½, | <table border="0"> <tr> <td>Post</td> <td rowspan="4">1.69</td> </tr> <tr> <td>Paid...</td> </tr> </table> | Post | 1.69 | Paid... | 4, 4½, 5, 5½, | 6, 6½, 7. |
| Sizes 2½, 3, 3½, | | <table border="0"> <tr> <td>Post</td> <td rowspan="4">1.69</td> </tr> <tr> <td>Paid...</td> </tr> </table> | | Post | | 1.69 | Paid... | |
| Post | | | | 1.69 | | | | |
| Paid... | | | | | | | | |
| 4, 4½, 5, 5½, | | | | | | | | |
| 6, 6½, 7. | | | | | | | | |
| 40-726 Black. | | | | | | | | |
| 40-727 Brown. | | | | | | | | |
| 40-728 White. | | | | | | | | |

Sensationally New and Different

A smart shoe for street or sports! Open-Shank Sandal of **Soft Suede-finished "Buck-Tex"**. High front. Cut-Out ladder effect. Durable Leather sole. Dressy Cuban heel.

| | | | | | | | | |
|-----------------|---|--|--|------|------|---------|---------------|---------------|
| 40-729 White. | <table border="0"> <tr> <td>Sizes 3, 3½, 4,</td> <td rowspan="4"> <table border="0"> <tr> <td>Post</td> <td rowspan="4">1.69</td> </tr> <tr> <td>Paid...</td> </tr> </table> </td> </tr> <tr> <td>4½, 5, 5½, 6,</td> </tr> <tr> <td>6½, 7, 7½, 8.</td> </tr> </table> | Sizes 3, 3½, 4, | <table border="0"> <tr> <td>Post</td> <td rowspan="4">1.69</td> </tr> <tr> <td>Paid...</td> </tr> </table> | Post | 1.69 | Paid... | 4½, 5, 5½, 6, | 6½, 7, 7½, 8. |
| Sizes 3, 3½, 4, | | <table border="0"> <tr> <td>Post</td> <td rowspan="4">1.69</td> </tr> <tr> <td>Paid...</td> </tr> </table> | | Post | | 1.69 | Paid... | |
| Post | | | | 1.69 | | | | |
| Paid... | | | | | | | | |
| 4½, 5, 5½, 6, | | | | | | | | |
| 6½, 7, 7½, 8. | | | | | | | | |
| 40-730 Red. | | | | | | | | |
| 40-731 Blue. | | | | | | | | |



Sturdy Walking Oxford

Broguish Walking Oxford of durable **Smooth Leather** in **Black** or **Brown**. Good-wearing Leather sole, and Walking Heel with Rubber lift. A sturdy shoe with youthful smartness!

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

| | | | | |
|---------------|---|------------|------|------------|
| 40-742 Black. | <table border="0"> <tr> <td>Our Price,</td> <td rowspan="2">1.98</td> </tr> <tr> <td>Postpaid..</td> </tr> </table> | Our Price, | 1.98 | Postpaid.. |
| Our Price, | | 1.98 | | |
| Postpaid.. | | | | |
| 40-743 Brown. | | | | |

For Sporting Comfort

Brogue Oxford of **Calf-finished Leather**. Goodyear-stitched sole. Low Walking heel.

Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

| | | | | |
|-------------------------|---|------------|------|------------|
| 40-738 Beige-and-Brown. | <table border="0"> <tr> <td>Our Price,</td> <td rowspan="4">1.89</td> </tr> <tr> <td>Postpaid..</td> </tr> </table> | Our Price, | 1.89 | Postpaid.. |
| Our Price, | | 1.89 | | |
| Postpaid.. | | | | |
| 40-739 Black. | | | | |
| 40-740 Brown. | | | | |
| 40-741 White. | | | | |

Choice of Three Leathers

Cut-Out Sandal in **White Leather**, **Black Patent** or **Black Gun Metal**. Best Leather sole. Low Walking heel with Rubber lift.

Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

| | | |
|-------------------------|--|------|
| 40-735 White Leather. | <table border="0"> <tr> <td>1.79</td> </tr> </table> | 1.79 |
| 1.79 | | |
| 40-736 Black Patent. | | |
| 40-737 Black Gun Metal. | | |

Platform Sole... Wave Top

Oxford of **Soft Calf-finished Leather** with the sensational "Platform" sole. Black with Red platform sole or Wine with Black Patent platform sole. Wave Top. High Cuban heel.

Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

| | | | | |
|---------------|---|------|------|----------|
| 40-732 Black. | <table border="0"> <tr> <td>Post</td> <td rowspan="2">2.45</td> </tr> <tr> <td>Paid....</td> </tr> </table> | Post | 2.45 | Paid.... |
| Post | | 2.45 | | |
| Paid.... | | | | |
| 40-733 Wine. | | | | |



Two-Tone Oxford

Note the smartly scalloped guard and top of this new Oxford style. Made from **Soft Calf-finished Leather** in **Suntan-and-Brown** color combination. Durable Leather sole. Walking heel with Rubber lift. A comfortable shoe!

40-749 Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

| | |
|---------------|------|
| Postpaid..... | 2.35 |
|---------------|------|

A Dressy Sandal

Definitely flattering, and trimly moulded! Wave-Top Sandal of **Soft Selected White Leather** or glossy **Black Patent**. Open shank and cooling Cut-Outs. Leather sole and Walking heel. Very smart!

Sizes 3 to 7, and half sizes.

| | | |
|---------------|--|------|
| 40-746 White. | <table border="0"> <tr> <td>2.25</td> </tr> </table> | 2.25 |
| 2.25 | | |
| 40-747 Black. | | |

"Multi-Colored" Straps

Fashion's brightest achievement—blending colors to harmonize with any outfit you wear! This very graceful Sandal of **Blue Suede Leather** has colored cross straps. Elastic on strap for a perfect fit. Cuban heel. The latest in shoes!

40-748 Sizes 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7.

| | |
|---------------|------|
| Postpaid..... | 2.95 |
|---------------|------|

A New "Monk" Style

Your choice of glossy **Black Patent** or **Soft Selected White Leather** in this "Monk" Sandal. New square-top tongue and smart Cut-Outs! Cuban heel. A lovely shoe to wear for any occasion!

Sizes 3 to 7, and half sizes.

| | | |
|----------------------|--|------|
| 40-750 Black Patent. | <table border="0"> <tr> <td>1.98</td> </tr> </table> | 1.98 |
| 1.98 | | |
| 40-751 White. | | |

The Brogue Oxford

Sturdy Oxford in Brogue style with fringed tongues which may be removed if desired. Of **Soft Calf-finished Leather**. Leather sole and Walking heel with Rubber lift.

Sizes 2½ to 8, and half sizes.

| | | |
|---------------|--|------|
| 40-744 Black. | <table border="0"> <tr> <td>2.25</td> </tr> </table> | 2.25 |
| 2.25 | | |
| 40-745 Brown. | | |

CREPE-RUBBER-SOLE SANDALS



Pretty Ties

Packed in a Neat Suitcase

Fine Leather Tie shoes. Leather soles. Low heels with Rubber lift. Each pair in a Colored Suit Case. Use the Case as Lunch Box or for Dolly's Clothes.

Sizes from 11 to 2 1/2.

- 41-260 Black Patent Leather Ties. } 1.98
41-261 Fine White Leather Ties. }



New Tie

For the Little Miss of Today

"Mud-Guard" style, made in durable Leather. Goodyear-stitched Leather sole. Low Rubber heel. Just right for the Young Girl who likes what's smart.

Sizes from 8 to 2 1/2.

- 41-264 Black, with Patent trim. } 1.69
41-265 Beige, with Brown trim. }

A Low-Priced Special for Spring

Sandals of Soft Leather, with Cushion Crepe-Rubber soles and heels.

Sizes 4 to 7. No half sizes.

- 41-269 Black. } Price
41-270 White. } 85¢
41-271 Brown. }

Sizes 8 to 2. No half sizes.

- 41-272 Black. } Price
41-273 White. } 99¢
41-274 Brown. }

POPULAR SANDALS

WHITE LEATHER
BLACK PATENT



Smart Oxford

Strap Style

Black Patent Leather, with Cut-Outs. Durable Leather sole and a Low Rubber heel.

- 41-266 Sizes from 8 to 10 1/2. 1.65

- 41-267 Sizes from 11 to 2 1/2. 1.75

Dressy shoe of Fine Black Leather. Strap to buckle over the tongue. Good Leather sole. Low heel with Rubber lift. Extra value.

- 41-268 Sizes 11 to 2 1/2. Postpaid... 1.69

Spring Smartness with Quality
Attractive Sandal of Fine Black Patent or White Leather. Vamp Cut-Out and Perforated. Leather sole. Low Rubber heel. Practical, durable, easy-fitting, priced low.

- 41-278 Child's sizes 5 to 7 1/2.....Postpaid 1.15
41-279 Girls' sizes 8 to 10 1/2.....Postpaid 1.45
41-280 Misses' sizes 11 to 2 1/2.....Postpaid 1.65



Buckle Sandal

Dressy Model

Of Black Patent Leather, made with Fringed tongue. Good-wearing Leather sole. Low Rubber heel. Good quality, priced so low here.

- 41-275 Sizes 8 to 2 1/2. Postpaid..... 1.59

Of Black Patent or White Leather. Metal Crown Ornament. Durable Leather sole. Low heel with Rubber lift.

- Sizes 11 to 2 1/2.
41-262 Patent. 1.75
41-263 White. 1.75

Low Prices!

BLACK BROWN WHITE



One-Strap

New "Monk"

Of Black Patent Leather. Goodyear-stitched Leather sole and Low Rubber heel.

- 41-290 Girls' sizes 6 to 10 1/2... 98¢

- 41-291 Misses' sizes 11 to 2 1/2... 1.15

An adorable Shoe of Fine Leather, with Leather sole. Low heel. Sizes 11 to 2 1/2.

- 41-276 Black, with Patent... 1.95

- 41-277 White, with Tan..... 1.95



Practical Oxford

Light-weight, comfortable and serviceable! An Oxford of Soft Elk (trade name) Leather. Flexible long-wearing Crepe Rubber sole and heel. Smooth Leather insole.

- 41-292 Black. } Sizes 7, 8, 9, 10, } Price
41-293 White. } 11, 12, 13, 1, 2. } 1.35
41-294 Brown. } Wide Round Toe. }

New Styles!



New Oxford

Stylish Cross-Strap

Snappy Shoe of Fine Leather, with Leather sole and Low heel. Sizes from 11 to 2 1/2.

- 41-281 Black, with Patent... 1.79

- 41-282 Beige, with Tan..... 1.79

Sandal of Fine Black Patent Leather, fastened with Two Buckles. Good Leather sole. Low heel with Rubber lift.

- 41-283 Sizes 8 to 2 1/2. Postpaid..... 1.65

"GROW-RITE" SHOES for BABY'S FIRST STEPS



FLEXIBLE SOLES



EASY STYLES



For the TINY TOTS



Shoes of Fine Black Patent Leather The Oxford

- 41-361 Sizes from 2 to 5.... 98¢
41-362 Sizes 5 1/2 to 7 1/2. Price... 1.25

Flexible Chrome Leather soles and Soft Easy Cushion insoles.

Nature-Shape Lace Boots

Of Soft Leather, with Flexible Goodyear-stitched Chrome soles and Cushion insoles.

In Sizes 2 to 5.

- 41-365 Beige. }
41-367 Brown. }
41-369 White. }

- Post Paid... 98¢

Sizes 5 1/2 to 7 1/2.

- 41-366 Beige. }
41-368 Brown. }
41-370 White. }

- Post Paid.. 1.25

Round-Toe Oxford

Of Soft Leather. Has a Flexible Goodyear-stitched Chrome Leather sole. Right for growing feet.

Sizes from 2 to 7 1/2.

- 41-371 Patent. } Post Paid
41-372 Black Calf. } 98¢
41-373 White. }
41-374 Beige. }

A Pretty Bootee

Of Black Patent Leather or Soft White Washable Leather. Soft sole. Silky Pompon and Bow Tie. Easy for the tender little feet.

- 41-350 Patent. }
41-351 White. }
Postpaid..... 95¢

Baby Moccasins

Laced style, in Fine Soft Lambskin. Easy little shoes which allow room for foot growth and comfort.

- Sizes from 0 to 4.
41-352 White. } Price
41-353 Brown. } 35¢
41-354 Black. }

100 X

SPRING STYLES

SOLD ONLY IF INCLUDED
100
ORDER OF
\$5.00
OR OVER



Black Patent
or White Leather

For Girls Who Like What's Smart

A lovely One-Strap in newest style, outstanding for its dainty grace. Made from Fine Leather, has durable Leather sole and Low heel with Rubber lift. A dressy shoe and remarkable value at our low price.

Sizes from 8 to 2½. Half sizes.

41-286 Black Patent Leather. } Post
41-287 Soft White Leather. } Paid **1.59**

Fine Oxfords Black or White

As part of an order which totals 5.00, you may buy one pair of these Oxfords for 1.00. Made from Soft Selected Leather in Black or White. Have durable sewn Leather soles, and Low heels with Rubber lift. Make up your 5.00 order of goods from our catalogues and get this saving! Be sure to state the size.

Sizes 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½.

41R288 Black Oxford. } Sold Only as Part of a 5.00 Order. } Post
41R289 White Oxford. } Paid **1.00**

A Value Sensation!



Black Patent
or White Leather

Very Popular Style, Priced Low

Good Leather Sandal, Cut-Out and Perforated. Sturdy sole. Low Rubber heel. State the color.

41-295 Child's sizes 5 to 7½. } 41-296 Girls' sizes 8 to 10½. }

Postpaid..... **85¢** Postpaid..... **99¢**

41-297 Misses' sizes from 11 to 2½. } Our Price, } Postpaid... **1.25**



A Dressy Sandal
of Black Patent

Right in line with Fashion's ideas is this high-grade Sandal of Black Patent Leather. Best Leather sole. Low heel with Rubber lift. Made over an easy-fitting last to give the foot ample room.

41-285 Sizes 11 to 2½. Half sizes. Postpaid.... **1.98**



Eyelet-Tie
Black or White Leather

Youthful style for the Young Girl! A Three-Eyelet Tie Shoe of Smooth Leather, neat-fitting and serviceable. Good Leather sole and a Low Rubber heel.

Sizes from 8 to 2½.

41-316 Black. } 41-317 White. } **1.49**



Brown
Leather Camp Oxford

Has Goodyear-stitched Sport Rubber sole and a Low heel.

41-298 Sizes from 5 to 7½..... **98¢**

41-299 Sizes from 8 to 10½... **1.15**

41-300 Sizes from 11 to 2½... **1.25**



Very
Attractive One-Strap

Of Selected durable Leather. Has sturdy Good-wearing Leather sole and a Low Rubber heel.

41-328 Black Patent.
41-329 Gun Metal.
41-330 White Leather.

Sizes from 8 to 2½. Price... **1.69**



Black Patent Sandal
A Favorite Style

Made for smartness and good service is this Sandal of Fine Black Patent Leather. Front panel in tongue effect, with Cut-Outs and Fringe. Leather sole and Low heel with Rubber lift.

41-284 Sizes 11 to 2½. Half sizes. Postpaid... **1.79**

CHILDRENS CUSHION-SOLE SHOES



Waved-
Tongue
Oxford

Black
or Brown

Just grand for everyday wear! Serviceable Leather Oxford made over a full-fitting last. Good Leather sole. Low heel with Rubber lift. A new style and smart for the Spring.

Sizes 11 to 2½. Half sizes.

41-318 Black Oxford. } Post
41-319 Brown Oxford. } Paid **1.98**



Plenty of Room and Full Comfort for Growing Feet

Correctly made Shoes;—an Oxford in Black or Brown Leather; also a One-Strap and an Oxford in Black Patent or White Leather. The Patent One-Strap has different vamp design. Flexible Goodyear-stitched Leather soles. Soft Cushion insoles. Low Rubber heels.

Serviceable Oxfords

Sizes 8 to 10½.

41-301 Black. } 41-303 Brown. } **1.55**

Sizes 11 to 2½.

41-302 Black. } 41-304 Brown. } **1.75**

One-Strap Slippers

Sizes 8 to 10½.

41-309 Patent. } 41-311 White. } **1.55**

Sizes 11 to 2½.

41-310 Patent. } 41-312 White. } **1.75**

Neat Dressy Oxfords

Sizes 8 to 10½.

41-305 Patent. } 41-307 White. } **1.55**

Sizes 11 to 2½.

41-306 Patent. } 41-308 White. } **1.75**



Three
Colors

Good-
Wearing
Oxford

Remarkably good value in a durable Leather Oxford for constant wear. Sturdy Leather sole. Low heel with Rubber lift. Wide for Comfort. Be sure to give size and number.

41-313 Black. } Sizes } Price
41-314 Brown. } from } **1.39**
41-315 White. } 8 to 2½. }

COMFORT FOR LITTLE FEET



A Pretty Sandal

Of Black Patent Leather or Soft White Leather. Soft sole. Strap buttons.

41-355 Black Patent.
41-356 White Leather.

Sizes 0 to 5. Postpaid..... **65¢**

Neat One-Strap

Easy-fitting shoe, priced low, here. Has Soft sole. Strap to button neatly.

41-357 Black Strap.
41-358 White Strap.

Sizes 0 to 5. Postpaid..... **49¢**



A Favorite

Real comfort in this Boot of Soft Leather. Soft Flexible Sole. Well made.

41-359 Black Leather.
41-360 White Leather.

Sizes 0 to 5. Postpaid..... **89¢**

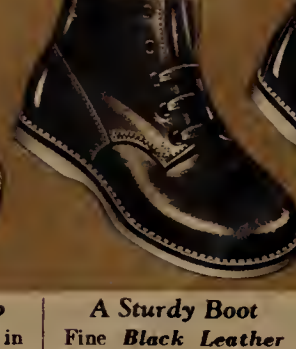


Easy-Fitting One-Strap

Made from Soft Leather in Black Patent, Black Gun Metal or White. Firm Goodyear-stitched Leather sole. Always a very popular style.

41-343 Black Patent.
41-344 Black Gun Metal.
41-345 White Leather.

Sizes from 2 to 7½. Price, Postpaid... **98¢**



A Sturdy Boot

Fine Black Leather with sole of Chrome Leather. Round toe.

41-348 Sizes 2 to 5. Postpaid... **98¢**

41-349 Sizes from 5½ to 7½.

Post Paid... **1.25**



Dressy Sandal

Black Patent Leather with Flexible Chrome Leather sole. A smart style.

41-346 Sizes 2 to 7½. Postpaid **85¢**

Smart Sandal

Of Black Patent Leather, with a good sturdy-wearing Leather sole.

41-347 Sizes 2 to 7½. Postpaid **98¢**



For the
YOUNG
MISS

**PRETTY
SANDAL**

Smart as Big Sister's!

Add joy to your gayest moments by wearing this pretty Sandal of Soft Leather. Smart Cut-Outs and Perforations. Metal Buckle. Good Leather sole. Low heel, Rubber lift.

41-320 Black Leather. }
41-321 White Leather. } **1.89**
Misses' sizes from 11 to 2½.

A Tie Sure to Win Your Approval

Just what the modern Young Lady will like! A very attractive Tie Shoe of Soft Black Leather, with lacing and Cut-Outs in the high front. Good durable Leather sole. Low heel with Rubber lift. Extra good value.

41-322 Misses' sizes 11 to 2½. **1.69**
And half sizes. Postpaid...

"Mud-Guard" with Slide-Fastener

Black Suede Leather or Black Gun Metal, each with "Mud-Guard" of Black Patent Leather. Best Leather sole. Low heel with Rubber lift. Popular slide-fastener.

Misses' sizes from 11 to 2½.

41-326 Black Suede. } Post
41-327 Gun Metal. } Paid... **2.25**

**DRESSY
STYLE**

Big Value!

Step out in this lovely Sandal! Fine Leather, with Perforations and Cut-Outs. Durable Leather sole. Low heel, Rubber lift.

41-323 Black Patent. }
41-324 Black Leather. } **1.95**
41-325 White Leather. }
Misses' sizes from 11 to 2½.



SIMPSON
SPECIAL
85¢



**A One-Strap
with "Wear-Proof" Sole**

Start the season right! Have this durable easy-fitting Shoe for everyday. Sturdy Black Leather, with "Wear-Proof" Composition Rubber sole and heel. Note our very low price!

41-338 Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 1, 2. **79¢**
Price, Postpaid...

**Black Leather Oxford
for Girls or Boys**

A sturdy Goodyear-stitched "Wear-Proof" sole and Low Rubber heel. Gives long wear.

41-331 Sizes from 5 to 7½... **98¢**
41-332 Sizes from 8 to 10½... **1.15**
41-334 Sizes from 11 to 2½... **1.25**

**Serviceable Oxford
Of Selected Black Leather**

Durable Sole and Heel of

Famous "Wear-Proof" Composition Rubber.

Here's a wonderful shoe value for your Growing Children! Sturdy for long wear. Wide for comfort. Just the right Oxford for Playtime or School wear.

41-337 Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 1, 2. **85¢**
Be Sure to Give Correct Size.
Simpson's Price, Postpaid, a pair...

**Waved-Tongue Oxford
in Black or Brown**

The smart Young Miss will be proud of this neat-looking Oxford! Made from Selected Leather, and has Goodyear-stitched Leather sole and Low Rubber heel. Neat round toe.

Sizes from 8 to 2½.
41-335 Black. } **1.49**
41-336 Brown. }

**Sturdy Boots
of Durable Black Leather**

Wide for comfort. Goodyear-stitched "Wear-Proof" soles and easy Low Rubber heels.

41-340 Sizes from 5 to 7½... **1.15**
41-341 Sizes from 8 to 10½... **1.35**
41-342 Sizes from 11 to 2½... **1.45**



POPULAR
OUTING
SHOES

**SPORTY
STYLE**

Your Choice of Three Colors

Keep in step with the times! Wear this Oxford of Fine Fabric, with Suedine vamp and tongue. Crepe-type Rubber sole and Wedge heel. Will be in Stock March 1st.

Women's sizes 3 to 8. Half sizes.

44-362 All-Brown Oxford. }
44-363 All-White Oxford. } **1.25**
44-364 White with Red. }

Favorite for Women and Misses

Cool comfortable Oxford of Fine Canvas, with Non-Slip Rubber sole and heel. Fits neatly, looks well and gives good service.

Women's sizes 2½ to 8. Half sizes.

44-365 White Oxford. } Post
44-366 Black Oxford. } Paid... **85¢**
44-367 Misses' White Oxford. } **75¢**
Sizes 11 to 2. No half sizes...

Women's Neat Utility Oxford

Any woman will enjoy wearing this cool comfortable Oxford. It is of Fine Sutan Canvas, trimmed with Brown Rubber. Flexible non-slip Rubber sole and Low Rubber heel. A very popular shoe for Summer.

44-368 Sizes 3 to 9. Half sizes.

Be Sure to State Size.
Our Price, Postpaid, a pair... **1.19**

Fine Fabric Shoe

One of the most popular styles for warm weather and for Outing wear is this Oxford of Fine Fabric. Creased vamp. Rubber sole and Low Rubber heel. For comfort, order the same size as your leather shoes.

Sizes 2½ to 7, and size 8.

44-369 White Oxford. } Post
44-370 Blue Oxford. } Paid... **1.25**



WOMEN'S
TENNIS
OXFORD

CANVAS
SHOES
FOR THE
KIDDIES

WE PAY POSTAGE

An Oxford and a Sandal Priced Very Low

Growing Children like these Fine Canvas Shoes for their comfort. Rubber toe-cap. Non-slip Rubber soles and heels.

The Canvas Oxford

Sizes 6, 7, 8, 9, 10.

44-377 White. } **59¢**
44-378 Brown. }
44-379 White. } **69¢**
44-380 Brown. }
Sizes 11, 12, 13, 1, 2.

The Canvas Sandal

Sizes 6, 7, 8, 9, 10.

44-381 White. } **55¢**
44-382 Brown. }
44-383 White. } **65¢**
44-384 Brown. }
Sizes 11, 12, 13, 1, 2.

Cool and Comfortable

An Oxford of Fine Canvas. Rubber foxing. Easy Rubber sole and heel.

44-371 Brown. } Price
44-372 White. } **75¢**
44-373 Black. }
These sizes 3, 4, 5, 6, 7, 8.

Newest for Sport Wear

A Fine Fabric Oxford. Trim of Suedine. Rubber sole. It's in Stock March 1st.

44-374 White with Blue. }
44-375 All-Brown Shoe. } Sizes 3 to 8. Post
44-376 All-White Shoe. } Half sizes. Paid **1.39**

BOYS' SHOES



Sturdy Boots
for the Active Young Lad

Black Box Kip Leather, with good Leather soles and Rubber heels.

Be Sure
to Give
the Right
Number.

42-220 Young Lads' sizes 8, 9, 10. Price... **1.98**
42-221 Small Boys' sizes 11, 12, 13. Price... **2.15**
42-223 Big Boys' sizes 1, 2, 3, 4, 5. Price... **2.45**

Be Sure
to State
the Size
You Want.

Two-Tone

Brown Elk Leather (trade name). Flexible Composition soles with special Cork middle sole. Leather insole.

42-240 Sizes 11, 12, 13... **1.69**
42-241 Sizes 1, 2, 3, 4, 5... **1.89**

CAMP OXFORDS

Light-weight Oxfords of Pliable **Brown Leather**. Flexible Composition soles with an Arch-Supporting feature.

42-242 Sizes 10, 11, 12, 13... **1.29**
42-243 Sizes 1, 2, 3, 4, 5... **1.39**

All-Brown



Boots That are
Stoutly Made All-Through

While these are very serviceable shoes, they're light in weight to afford comfort. **Brown Elk Leather** (trade name). Flexible Composition soles, with a special feature to support the arch of the foot. Low heels.

Be Sure to Give Number. 42-226 Small Boys' sizes 11, 12, 13, 1, 2... **1.75**
42-227 Big Boys' sizes 3, 4, 5, 6. Price... **1.98**

Be Sure to State Size.



For SCHOOL OR EVERYDAY



HI-CUTS



Special

Give Plenty of Wear

Good easy-fitting Oxfords of **Smooth Black Leather**, with Composition Rubber soles and Rubber heels. A manly style, practical for the Growing Boy.

42-238 Sizes 11 to 13½. Price... **1.75**
42-239 Sizes 1 to 5½. Price... **1.85**

Real "He-Man" Shoes

Smart Oxfords of Fine **Black Calf-finished Leather**. Durable Leather sole with extra Tap Sole for wear. Leather heel with strong Metal Plate.

42-230 Sizes 11 to 13½. Price... **2.59**
42-231 Sizes 1 to 5½. Price... **2.85**

Dark Brown Grain Leather Good Quality

Hi-Cut Boots with Indian Head stamped on each. Double-stitched "Wear-Proof" soles. Rubber heels.

42-244 Sizes 9, 10, 11, 12, 13, 1, 2. For Small Boys. Price, Postpaid... **2.75**
42-245 Sizes 3, 4, 5, 6. For Older Boys. Price, Postpaid... **2.95**

They're O.K.

Note the Low Price!

Well-built Leather Oxfords made with Goodyear-stitched "Wear-Proof" soles and Rubber heels. Good-looking, and wide for the needed comfort. Sizes 1, 2, 3, 4, 5, 6. No half sizes.

42-236 Brown. } **1.79**
42-237 Black. }

Lots of "Dash" Here!

Practical Oxfords of **Black Side Leather**. Wing tip. Good-wearing Leather soles and Rubber heels. Very smart and they give good service.

42-234 Sizes 11 to 13½. Price... **1.98**
42-235 Sizes 1 to 5½. Price... **2.25**



LOW-PRICED

Hard-Wear Boots

Great Boots made from durable **Black Leather**. Have Flexible Goodyear-stitched "Wear-Proof" soles and easy Rubber heels.

42-224 Sizes 11, 12, 13, 1, 2. For Small Boys. Postpaid... **1.75**
42-225 Sizes 3, 4, 5, 6. For Older Boys. Postpaid... **1.89**

Liked by the "Regular Fellow"

Good-looking Oxfords made from Fine Selected Leather—splendid for best wear and sturdy enough for everyday. Have durable Leather soles and good Leather heels.

Sizes 1 to 5½. Half sizes.
42-228 Brown Oxford. } Post **2.75**
42-229 Black Oxford. } Paid

The Slide-Fastener Oxfords

Popular Oxfords of **Fine Black Leather**, with concealed Elastic Gores at sides. Slide-Fastener is easy to adjust. Leather soles.

42-232 Boys' sizes 1 to 5½. Leather Heel with Metal Plate. } **2.98**
42-233 Young Men's 5½ to 10. Good Leather Heel. (No Plate). } **3.50**

Shoes with Rubber Trim

Ribbed toe-guard. Rubber soles and heels.

44-359 Brown Canvas Oxfords. Sizes 11, 12, 13, 1, 2, 3, 4, 5. Price... **73¢**
44-360 Brown Canvas Boots. Sizes 11, 12, 13. Price, Postpaid... **75¢**
44-361 Brown Canvas Boots. Sizes 1, 2, 3, 4, 5. Postpaid... **85¢**



STURDY SHOES FOR ACTIVE LITTLE LADS



Well-Built Oxfords with Plain Toes

Good-wearing Shoes of Selected Leather, with sewn Leather soles. Low heels with easy Rubber lift. Sizes 8, 9, 10, 11, 12, 13, 1, 2.

42-249 Black. } Post **1.79**
42-250 Brown. } Paid

Four Styles in Oxfords . . . Sizes 8, 9, 10, 11, 12, 13, 1, 2. No Half Sizes

Serviceable easy-fitting shoes of Selected Leather, with Flexible Goodyear-stitched soles and Rubber heels.

42-253 A Very Smart Black Leather Oxford. Good Leather Sole. Wing Tip. Postpaid... **1.59**
42-254 Smart Oxford in Beige-and-Brown. "Wear-Proof" Sole. Wing Tip. Postpaid... **1.49**
"Elk" Leather Oxford. Wide Moccasin Vamp. Good Leather Sole. 42-247 Beige. } **1.65**
42-248 Brown. }
42-246 Our Special Black Leather Oxford. "Wear-Proof" Sole. Straight Tip. Postpaid... **1.19**

Durable Boots with Wide Plain Toes

Practical well-made Boots of Selected Leather, with sewn Leather soles. Low heels with Rubber lift. Give great wear. Sizes 8, 9, 10, 11, 12, 13, 1, 2.

42-251 Black. } **1.98**
42-252 Brown. }

MEN'S DRESS SHOES!



Nothing More Dashing!

New Two-Tone Grey.
Smooth Black Leather,
with "Scotch Grain".

The "Fast-Steppers"—Streamlined new Two-Eyelet Oxfords made from Fine Selected Leather, designed to conform to the season's style dictates. Smartest dressers will choose these — and will appreciate their comfort and service. Leather soles. Leather heels.

Sizes from 5½ to 10.

42-149 Grey. }
Postpaid, pair.. 3.95
42-150 Black. }
Postpaid, pair.. 3.75

GOODYEAR-WELT



The
Popular
Military Style

Snappy "Mud-Guard" Oxfords

The "Tops" in Style
Brown or Black Leather.
Very Good-Looking.
Wide and Comfortable.

Excellent service at low cost! Great Oxfords for early Spring or later. Have durable Leather soles and Rubber lift on the heels. You can count on these good shoes to give you value in very fullest measure. They're just what you need!

Sizes from 5½ to 10.

42-154 Brown. }
42-155 Black. } 2.89

Brown or Black Boots

Soft Selected Leather.
Plain Toes, Reinforced.
Goodyear-Welt Soles.

No wonder these Boots are in such great demand—Men find the wide last thoroughly comfortable, the Calf-finished Leather is of fine quality, the workmanship is excellent throughout, and they give good long wear. Toes hold their shape well. Have half Rubber heels, for easy walking.

Sizes 6 to 11. Half sizes.

42-168 Brown. }
42-169 Black. } 4.50



Good
Values
for the
Season

Stylish Oxfords with Slide-Fastener

Nifty . . . and They're in High Favor

Well-Made of Fine Brown or Black Leather.
Metal Slide-Fastener and Elastic Gores.

Young Men, who insist upon smartness in footwear, like these Oxfords. The slide-fastener is easy to adjust and a saving of time. The concealed Elastic Gores ensure snug fit. Durable Leather soles and Leather heels. Be sure to have a pair and Swing along your way in style!

Sizes 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.

42-156 Brown. } Our Price, 3.50
42-157 Black. } Postpaid, pair..



These Lead the Way! Particular Men Choose Them

Fine Selected Smooth Leather,
with Smart "Scotch" Grain Trim.
Choice of Brown or Black.

Among today's best shoe styles are these Quality Oxfords, for wear any time. Leather soles and heels. They're well made and they're exceptionally good value. Have a pair for the Spring and be correctly shod!

Sizes from 5½ to 10.

42-145 Brown. } Price, 2.98
42-146 Black. } Postpaid..

The "Aristocrat" of Fashion The Young Men's Shoe for Spring

Of Rich Black Patent Leather.
The High Tongue is a New Feature.
Oxfords of Real Distinction.

Produced by a style expert who knows what men demand, these Oxfords are sure to be extremely popular. Fine quality, with Leather soles and Leather heels. They take their place with the very smartest shoes of the season and they're in correct taste for all dressy occasions. Moderately priced!

42-153 Sizes from 5½ to 10.

Half sizes. Our Price, Postpaid.. 3.98



These TRAVEL With The CROWD

Quality with Good Value

Correct Oxfords of Smooth Leather in Brown or Black. Sewn Leather soles and Rubber heels. Easy-fitting and serviceable. Splendid for everyday wear or for business.

Sizes from 5½ to 11.

42-136 Brown. } Post 2.98
42-137 Black. } Paid

A "Hit" of the Season

Wing-Tip Oxfords—made in a style favored by the well-groomed Young Man. Of Fine Black Leather, with good Leather soles and easy Rubber heels. They're styled right—and they're priced right.

42-144 Sizes from 5½ to 11. Postpaid 2.65

Practical and Durable

Good-Looking Oxfords.
Brown or Black Leather.

Particular Men approve this style of shoe for business or everyday wear. Have Leather soles and Rubber lift on the heels. Made wide for comfort and well sewn.

Sizes from 5½ to 11.

42-147 Brown. } 2.98
42-148 Black. }

Clever and a Favorite

Neat Black Leather Oxfords.
Two Styles of Heel.

"Streamlined" and smart! And they'll give lots of wear. Soles of sturdy Leather. No better style shown anywhere for the new season.

Sizes from 5½ to 11.

42-151 High Leather Heel. 2.89
42-152 Regular Heel. Rubber Lift.

Priced Specially Low

Fine Black Leather Oxfords.
Conservatively Styled.

Comfort, service and good value in these low-priced shoes. Good quality and well-made. Have sturdy Leather soles and Rubber lift on the heels. They're the kind all men like for wear any time and anywhere.

42-138 Sizes from 5½ to 11. Postpaid. 2.25



SOLD ONLY IF INCLUDED
1.98
 IN ORDER OF
5.00
 OR OVER

**Biggest Value
 You Ever Saw!**

A Very Special Simpson Offering

*Good-Wearing Oxfords of Selected Leather.
 Leather Soles. Rubber Lift on the Heels.*

As part of an order which totals 5.00 or over, you may buy a pair of these Oxfords for 1.98. The popular Wing-Tip style, well-made and very comfortable for constant wear.

Sizes 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11.
 42R141 Black. With a Price,
 42R142 Brown. 5.00 Post
 42R143 White. Order Paid .. **1.98**



**These
 Step Out
 Ahead!**

*Fine Smooth Leather.
 Black for Everyday.
 Grey for Dressy Wear.
 Stitched Wing Tip.
 High Leather Heels.*

Smart Oxfords that are unrivalled in popularity. Fine quality, wide-fitting and very comfortable. Leather soles. Shoes that give plenty of wear and have a nifty appearance. Any man will like them!

42-139 Grey. Sizes from 5½ to 10. } **3.75**
 Also Size 11.
 42-140 Black. Sizes from 5½ to 10. } **3.75**
 Also Size 11.

**The
 Mode
 of Today!**

Practical Oxfords

*Calf-Finished Leather.
 In Brown or Black.
 Goodyear-Welt Soles
 of Durable Leather.*

High style! And high quality! A moderate price! Serviceable Oxfords which may be worn anywhere. Correct heels with Rubber lift. If you like your shoes conservative, yet smart—these will meet your demand.

Sizes from 5½ to 11.

42-134 Brown. } **3.95**
 42-135 Black.



**Just New and Ultra Smart
 A Style You'll Be Proud to Wear**

*Will Be in Stock February 25th.
 Oxfords of Fine Selected Leather.
 Two Tones of Brown Combined.
 Large Eyelets—a Style Feature.
 Leather Soles. Rubber Lift on Heels.*

We picked these Oxfords as sure winners—not only because of their smartness, but they're comfortable and serviceable as well. All Men who are style-minded will want a pair of them for the season.

42-160 Sizes from 5½ to 10. } **3.49**
 Our Price, Postpaid, a pair.....

Buy Your Shoes Here!

Lots of Snap in These!

Racy Details . . . New Wave-Top

*The Nu-Tan Shade, also in Black.
 Oxfords of Fine Smooth Leather.
 Note the Very Smart Perforations.*

Collegiate style for the Young Man—shoes that are the very last word in smartness and "dash". Have Leather soles and heels, and are built to give comfort and service. Extra good value, too!

Sizes from 5½ to 10.

42-158 Nu-Tan Oxford. } Post
 42-159 The Black Oxford. } Paid. **2.98**



Compare the two lasts above. See how the bones lie quite uncrowded in Our Special-Last Oxford in which, you see, every part of the foot has full room.



**Black
 Calf
 Oxfords**

**Made Roomy
 to Afford Comfort**

*Our Well-Built "Special-Last" Oxfords.
 Genuine Goodyear-Welt. Easy to Wear.*

Right from the first, your feet will be comfortable in these fine shoes. There are no rough places to hurt and no "breaking-in" is needed. Made from Soft Black Calf Leather, over a wide last. Goodyear-Welt Leather soles and Live Rubber heels.

42-174 Sizes from 6 to 12. } **4.50**
 Half sizes. Price, Postpaid..

HIGH-GRADE "Century" SHOES FOR MEN
All **GOODYEAR WELTS**



Plain-Toe Oxford

*Fine Black Calfskin.
 Soft for Comfort.*

Goodyear-Welt Leather outsole. Grain Leather insole. Leather heel. A popular shoe, fine quality and well made.

42-161 Sizes from 5½ to 11. } **5.00**
 Wide Last. Price.

Quite Distinctive

*Block Calf Oxford.
 Fine Soft Quality.*

Smart well-made shoe. Goodyear-Welt Leather sole. Rubber lift on the heel. Comfortable and very durable.

42-163 Sizes 5½ to 11. } **5.00**
 Full-Fitting D Width.....

The Smart "Geneva"

*French-Last Oxford.
 Stylish Ton Calf.*

A high-grade shoe in every way. Goodyear-Welt Leather sole and Leather heel. Very popular for Spring wear.

42-165 Sizes 5½ to 10. } **5.00**
 Also size 11. Width D.....

Black Kid Oxford

*"Kongoroo" Tip.
 Wonderful Value.*

A dressy model. Goodyear-Welt Leather sole. Rubber heel. Fine quality. Smart and popular style. Easy-fitting.

42-164 Sizes 5½ to 10. } **5.00**
 Also size 11. Width D.....

The Blucher Oxford

An easy-fitting shoe of Fine Black Calf. Goodyear-Welt Leather outsole. Grain Leather insole. Leather heel.

42-162 Sizes 5½ to 11. } **5.00**
 Made in Width E.

Black Calf Boots

Fine soft quality. Goodyear-Welt Leather soles and half Rubber heels. Great value.

42-166 Balmorol. } **5.50**
 42-167 Blucher. Sizes 6 to 11. Half sizes.....



GOODYEAR WELTED

Boots That are "Up-and-Doing"
Special High-Grade "Battleplane".
Selected Leather in Brown or Black.
Genuine Goodyear-Welt Leather Sole.
Fit as Neatly as a Dress Shoe.

Everything that can make for good shoes is built into these fine Boots. Wide plain toes. Half Bellows tongues. Ventilated insoles. Rubber heels. Vamp cotton-lined. Steel Arch-Support.

42-117 Brown. } Sizes 6 to 11. } 4.95
42-118 Black. } Half sizes. }



"Stout"—from the Top to the Toe
"Battleplane" . . . Imperial Army Pattern.
Fine Mellow Brown Grain Leather.
Outside Counter for Extra Protection.
Broad Leather Heel with Iron Plate.

These are among the best Work Boots made. The leather is double-tanned and pliable. Half Bellows tongues. Extra-weight soles of Best Leather, both nailed and sewn. Leather insoles.

42-112 Men's sizes from 6 to 11. } 4.85
No half sizes. Price, Postpaid . . }



HI- CUTS

Real Comfort with Long Wear

Outdoor Boots, 10 Inches High.
Of Soft Pliable Brown Leather.
Hard-Wearing "Wear-Proof" Soles.
Easy Plain-Toe Boots, made over a wide last. Rubber Heels. A low price for good serviceable High-Cut Boots!

42-129 Sizes 6 to 11. } 3.49
No half sizes. Postpaid }

Oiled by a Special Process

Boots of Light Brown Leather.
All-Grain. Duo-Tanned. Pliable.
Have Two Viscolized Leather Soles.
Soft and water-proof. Steel Shanks.
Grain insoles. Vamps leather-lined.
Leather heels. About 15 inches high.

42-132 Sizes 6 to 11. } 8.95
No half sizes. Postpaid }



Men Like These!

Great Ease with Lasting Service

"Romeo" Shoes of Black Grain Leather.
Extra Long Steel Support, Built Right In.
Durable Composition Soles. Rubber Heels.

Factory Workers, Farmers, Mechanics, etc. who want shoes that give lots of comfort and plenty of wear, will like this "Romeo". Built to give support, and has Elastic side-gorges. An extra good value.

42-105 Sizes from 6 to 12. } 2.95
No half sizes. Price, Postpaid . . }



For Work
Shoes.

42-133 Oil to
keep your shoes
very pliable.

Each
Can. 25¢

Light-Weight and Very Flexible

Wide-Fitting Boots of Selected Leather.
Have Goodyear-Stitched "Wear-Proof" Soles.
They're Flexible and They're Serviceable.

You get wonderful value in these good husky everyday Boots! Everything about them is good and our price is very low. You'll find them what you need, every step of the way. Rubber heels.

42-109 Brown. } Sizes 6 to 11. } 2.19
42-110 Black. } No half sizes. }



THE "BIG BOSS"

Built to Tackle "Man-Size" Jobs Day After Day

Stout Sturdy Boots of Black Mennonite Full Grain Leather.
Wide Last. Made with Plain Toe or with Toe-Cap.
Good-Wearing Leather Soles. Leather Heels with Metal Rim.

Rugged strength in every inch of these practical well-made Boots. Where they're bound to get hard knocks, they can "take it" and prove their "metal". Soles nailed and sewn, and every detail of construction means extra wear.

42-103 With Plain Toe. } Sizes 6 to 11. } Our Price,
42-104 With Toe-Cap. } No half sizes. } Postpaid 2.98



Little to Pay for Good Boots!

Black Leather. Have "Wear-Proof" soles, famous for long wear. Rubber heels. Wide last. Easy Plain toes. Half Bellows tongues.

42-120 Sizes from 6 to 11. } 1.89
No half sizes. Postpaid }



For Everyday or Light Work

Boots of Black Box Kip Leather, well-made. Lined throughout with Smooth Leather which adds to their comfort and service. Leather soles, nailed and strongly stitched.

Sizes 6 to 11. Half sizes.

42-115 With Plain Toe. } 2.98
42-116 With Toe-Cap. }



LOW-PRICED SHOES

Oxfords . . "O.K." for the Season

Fine Black Elk (Trade Name) Leather.
"Wear-Proof" Soles. Rubber Heels.

Note our low price for these Shoes! They're the right kind for work or everyday wear, well-built over a very easy full-fitting last.

42-114 Sizes from 6 to 11. } 2.25
No half sizes. Postpaid }



STOUT STURDY BUILD

Boots That Will "Stand the Test"

Soft Mellow Black Grain Leather.
Built-In Steel Arch-Support, Riveted.

Comfort with sturdy wear! Wide Plain toes. Leather counter. Leather outer soles. Ventilated Grain Leather insoles. Rubber heels.

42-119 Sizes from 6 to 11. } 3.69
No half sizes. Postpaid }

MEN'S GOOD WORK SHOES

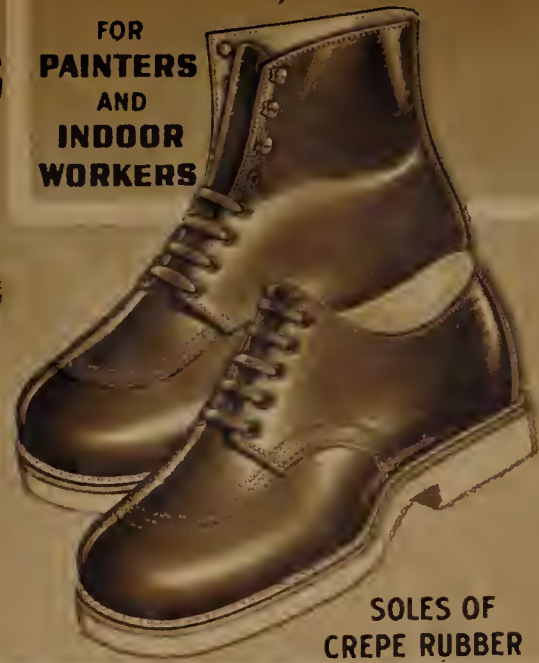
FOR
PAINTERS
AND
INDOOR
WORKERS



HI-
CUTS



BUILT-IN
CUSHION



SOLES OF
CREPE RUBBER

Built Tough for Tough Work

Black Retan Full Grain Leather.
"Panco" Soles with Storm-Welt.
Bellows Tongues and Rubber Heels.

Service Boots about 11 inches high. Buckled
strap and back-stay of Brown Grain Leather.
Smooth Leather insoles. Wide last.
42-130 Sizes 6 to 11.
No half sizes. Postpaid... **4.98**

For Prospectors and Bushmen

Fine Boots about 16 Inches High.
Sturdy Brown Full Grain Leather.
Wide Last. Full Bellows Tongues.

Strongly stitched for long wear. Have
durable Solid Leather soles and Leather
heels. Great Boots for the Great Outdoors!
42-128 Sizes 6 to 11.
No half sizes. Postpaid... **6.98**

Rugged, Yet Easy to Wear

Practical Boots of *Black Grain Leather*,
with Soft Built-In Cushion and easy live
Rubber heels. Flexible sole is attached by
double Goodyear stitching. Very durable.

42-106 Sizes from 6 to 11.
No half sizes. Postpaid... **2.98**

Light-Weight and Very Pliable

Shoes of *Chocolate "Elk" Leather*. Easy
Moccasin toes. Non-slip *Crepe Rubber* soles
ensure a firm grip on scaffolding or ladders.

Sizes from 6 to 11. No half sizes.
42-125 Oxfords. **2.49** | 42-126 Boots... **2.75**



METAL PLATE
ON
TOE AND HEEL

This
WEARS
AND
WEARS



The Shoe
for
The Job

Real Strength where Strength Counts

Built Specially for Very Hardest Duty.

Stout Boot of Selected Black Leather.

Sole-Leather Toe-Cap and Counter.

"Panco" Sole with Protective Storm-Welt.

Every feature adds to the wearing quality of this
sturdy Boot. Has Leather insole and easy Rubber
heel. Good wide last. Strong stitching that will not
quickly rip out. Will give you great satisfaction.

42-100 Sizes 6 to 11.
No half sizes. Postpaid... **3.25**



NEW FLEXIBLE SHOE



GIVES
EXTRA
COMFORT

Your Day's Work Will Be Made Easy in This Shoe

Soft Tough Full Grain Leather. Black or Smoke-Color.
The New "Korry Krome" Leather Sole is Extremely Flexible.
Grain Leather Insole. Easy Springy Rubber Heel.

Something new for Workers who need the utmost in wear, coupled with
the utmost in comfort. Splendid for the Factory, also for light work
outdoors. Long-wearing, flexible, has wide Plain toe and is well built.

42-123 Black Leather. } Sizes 6 to 11. } Our Price, **3.49**
42-124 Smoke-Color.... } No half sizes. } Postpaid...

The Kind of Shoe for Strenuous Tasks

Work Boot of Black Full Grain Leather.
Heavy Composition Rubber Sole with Storm-Welt.

Low-priced—and built for hard service! Metal toe-plate,
and Metal rim on the Rubber heel, are special features
which give extra strength. A wonder for wear and value!

42-101 Sizes from 6 to 12.
No half sizes. Our Price, Postpaid... **2.98**



BROWN
OR
BLACK



STURDY QUALITY



LEATHER
SOLE

Quite Ready for Active Going

Boots of Durable "Elk" Leather.
Moccasin Vamps with Wide Toes.

Tough, yet easy—as everyday shoes need to
be. Flexible Composition Rubber soles,
reinforced at shank for support. Low heels.

42-121 Brown. } Sizes 6 to 11. } **2.49**
42-122 Black. } No half sizes. }

Good Work Oxfords for You

Black Full Grain Leather.

"Wear-Proof" Soles and Rubber Heels.

Easy-fitting Shoes with Full Bellows tongues.
The soles are flexible and long-wearing. The
kind of Oxfords men want—and big value!

42-113 Sizes from 6 to 11.
No half sizes. Postpaid... **2.45**

Stoutly Made for Long Service

Best value in Work Boots of Double-Tanned
Black Grain Leather. Oak-tanned Leather
soles, nailed and stitched. Leather heels.
Half Bellows tongues. Give extra long wear.

Sizes 6 to 12. No half sizes.

42-107 With Plain Toe. } **3.75**
42-108 With Toe-Cap. }

Our "Extra Value" Work Boots

Wide full-fitting last. Sturdy durable *Black*
Leather. Long-wearing Leather soles. Easy
Rubber heels. Boots that will wear well.

42-102 Sizes from 6 to 11.
No half sizes. Postpaid... **2.25**

USE THE BUDGET CLUB SEE PAGE 210 X 107



**New and
Very Different**

**Nu-Brown
or Black**

Supreme in Value . . . Always Correct

Geared to the "speed" of modern life are these sporty Oxfords—and they're priced to please Men who know value. Made from Fine Leather. Good Leather soles and Rubber heels.

Sizes 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11.

42-204 Nu-Brown Leather Oxford. } Post
42-205 All-Black Leather Oxford. } Paid... **2.98**



**DETACHABLE
TONGUE**



**The New
"Kiltie"
Tongue**

**Crepe
Rubber
Soles**

Brown Shoes for Men and Boys

Sure to prove "winners"! Oxfords of Brown "Elk" (trade name) Leather, with Flexible long-wearing Crepe Rubber soles and heels. May be worn with or without the smart "Kiltie" tongue, as you prefer.

42-206 Men's 6 to 10. Half sizes. **2.69**
Also Size 11. Price, Postpaid.....

42-207 Boys' 1, 2, 3, 4, 5, 5½. **2.49**
Be Sure to Note Size Range. Price..



**Smash Hit
for Men**

**The Sporty
Two-Tone-Style**

Black-and-White or Beige-and Brown

From coast to coast, well-dressed Men are wearing Oxfords of this type for smartness, comfort and good service. Made from Fine Leather, with Leather soles and Rubber lift on the heels.

Sizes 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.

42-208 Black-and-White Oxford. } Post
42-209 Beige-and-Brown Oxford. } Paid.... **3.25**



**SPRINGY
CREPE
RUBBER
SOLE**

**For
Camping
and Holidays**

The Kind of Oxfords Men Want

No shoes better or more practical for Sports and Outings than these Oxfords of "Elk" (trade name) Leather. Moccasin vamp with Round toe. Wide easy last. Soles and heels of Genuine Crepe Rubber for the greatest ease in Walking.

Men's sizes 6, 7, 8, 9, 10, 11.

42-196 Brown "Elk" Oxford. } Price,
42-197 Black "Elk" Oxford. } Postpaid... **2.25**



**Note
The
SPECIAL
SOLE**

**Men's
and Boys'
Sport Shoes**

1. "Holtite" Outsole.

2. Cork Middle Sole.—3. Leather Inner Sole.

Great Oxfords for Sport and Knockabout wear. Pliable "Elk" (trade name) Leather in smart Two-Tone Brown.

42-198 Men's 6 to 11. **2.25**
No half sizes. Postpaid, a pair
42-199 Boys' 1 to 5. **1.89**
No half sizes. Postpaid, a pair



**For
Active
Outdoor Wear**

These are Just the Shoes to Select

Specially-built Oxfords for Men and Boys—popular for Camping and Sports. They're light in weight yet sturdy, made from Soft Pliable Leather. Have Flexible Composition soles and heels, with the comfortable Arch-Supporting feature.

Men's 6, 7, 8, 9, 10, 11.

Boys' 1, 2, 3, 4, 5.

42-200 Black. } **1.59**
42-201 Brown. }
42-202 Black. } **1.39**
42-203 Brown. }



42-210

for BIG BOYS AND YOUNG MEN

Definitely New

An Oxford of "Elk" (trade name) Leather, smart Beige-and-Brown. Soles and heels of fine Crepe Rubber.

42-210 Sizes
from 3 to 8.
Half sizes.

Post
Paid... **2.49**

"Grown-Up" Style

Just right for "Between-Age" Boys. Black Leather Oxford with Leather sole and half Rubber heel. Fits well and gives long wear. Splendid value.

42-211 Sizes
from 3 to 8.
Half sizes.

Post
Paid... **2.65**

Right Up-to-Date

Smart shoe of Fine "Elkip" (trade name) Leather. High-grade Bend Leather sole. Easy Rubber heel. Flexible welt. New last. Sure to be a general favorite.

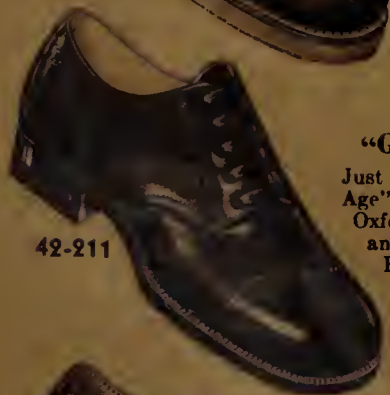
42-212 All-Brown.

42-213 All-Black.

Sizes 3 to 8.

And Half Sizes.

Post
Paid... **4.25**



42-211



42-212



Smart Black Oxfords

Ready to Travel Anywhere

Sizes for Men and Boys

Service with comfort, quality with big value, in these Oxfords of Smooth Black Leather. Durable Composition soles. Shock-absorbing easy Rubber heels.

42-193 Men's sizes from
5½ to 11. Postpaid... **1.95**

42-194 Big Boys' sizes
1 to 5½. Postpaid... **1.85**

42-195 Small Boys'
11 to 13½. Postpaid... **1.75**

**SERVICE
WITH
GOOD VALUE**



Black Boots

**Sturdy
Blucher
or Balmoral**

These are good serviceable boots, made from Fine Black Leather built wide for comfort, have sewn Leather soles and Rubber heels.

Sizes 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11.

42-189 Black "Blucher" Boots. } Post
42-190 Black "Balmoral" Boots. } Paid **3.50**

Fine Black Kid Oxfords

Width EEE. Extra Wide

Men who need extra wide shoes, will find these Oxfords just right. Made from Fine Soft Black Kid, with built-in Arch-Supporting Shank. Leather outer soles. Cushion in-soles. Rubber heels.

42-192 Sizes
6 to 11, and
half sizes.

Post
Paid... **3.65**



**EEE Width
for Comfort**



**TWO
LOW-
PRICED
SPECIALS**

**CUSHION
INSOLE
STEEL
SHANK**

**SOFT
BLACK
KID
SHOES**

**DR.
CHARLES
—TRADE NAME—
HEALTH
SHOES**

What Wonderful Value Here!

Sturdy shoes of **Black Leather**, practical and serviceable for everyday wear. Good durable **Leather soles**. Rubber lift on the heels. They look well and are comfortable.

42-170 Oxfords. 42-171 Boots.
Sizes 5½ to 11. 2.98 Sizes 5½ to 11. 2.98

Easy to Wear Day After Day

Wide-fitting Shoes of Fine **Black Leather**. Steel Shank for firm arch-support. Soft Cushion insoles. Sewn **Leather outer soles**. Rubber lift on the heels. Easy on the feet!

42-179 Oxfords. 42-180 Boots.
6 to 11. 3.50 6 to 11. 3.65
Half sizes. Half sizes.

Practical and Very Restful

Plain-Toe Shoes of Fine **Soft Black Kid**, wide and easy. Extra long **Steel Support**. Soft Cushion insoles. Goodyear-stitched **Leather outer soles**. Springy Rubber heels.

42-177 Oxfords. 42-178 Boots.
6 to 11. 3.25 6 to 11. 3.45
Half sizes. Half sizes.

Let Your Feet Feel Free

The "**Dr. Charles Health Shoes**" of Fine **Black Calf Leather**. Steel Arch-Support Shank. Ventilated **Leather insoles**. Goodyear-Welt **Leather soles**. Rubber heel-lift.

42-172 Oxfords. 42-173 Boots.
6 to 11. 5.50 6 to 11. 5.75
Half sizes. Half sizes.



**Great
Comfort!**

Lasting Service!

Splendid Everyday Boots, Priced Very Low

Off **Soft Black Kid**.
Arch-Support Shank.
Made Extra Wide.

Soft Cushion Insoles.
Leather Outer Soles.
Easy Rubber Heels.

Men who want well-built full-fitting Boots will find these just right for comfort and wear. The shank is built right in to support the arch firmly. Good Shoes! Good Value!

42-183 Sizes 6 to 11. Half sizes.
EEE—Extra Wide. Price, Postpaid, pair... **3.85**



**BLACK
OR
BROWN**

**Popular
With All
Men!**

OLD RELIABLE "ROMEO" NOW MADE WITH SLIDE-FASTENER



**LIGHT
AND
FLEXIBLE**

**EASY TO WEAR
For WORK
OR AS A
HOUSE
SLIPPER**

Wear These and Know True Foot Comfort!

Of **Pliable Retan Leather**.
Choice of **Brown or Black**.
Metal Slide-Fastener.

Stitch-Down Leather Soles.
Good Elastic Side-Gores.
Easy Live Rubber Heels.

"Romeo"—light enough for comfort, sturdy enough for adequate protection and service, as Work Shoe, Slipper or around the Farm.

42-175 Brown. } Sizes 6, 7, 8, 9, 10, 11, 12. } Post
42-176 Black. } Wide and Very Easy. } Paid. **2.49**

"Romeo" Slippers

Elastic Side-Gores. Good-year-stitched **Leather soles**. Rubber heels. Very restful.

Kid-Finished Leather.
42-185 Brown. Post
42-186 Black. Paid
Sizes 6 to 11.
No half sizes. **1.85**

Fine Soft Kid Leather.
42-187 Brown. Post
42-188 Black. Paid
Sizes 6 to 11.
Half sizes. **2.39**

Black Kid Boots

Two styles in these Boots of **Soft Black Kid**. A Laced "Blucher", and a "Congress" with Elastic side gores. Wide easy-fitting last. Soft Plain toes. McKay-sewn **Leather soles**. Cushion insoles. Half Rubber heels. Every feature makes for genuine comfort.

Sizes 6 to 11. Half sizes.
Also Size 12.
42-181 Blucher. 3.98
42-182 Congress. 3.98



**Our
'CENTURY'
SERVICE SHOE**

Fine for Policemen, Trainmen, Postmen

1. **Leather Back-Stay**.
2. **Steel Arch-Support**.
3. **Good Cotton Lining**.
4. **Double-Stitching**.
5. **Viscolized Oak Sole**.
6. **The Goodyear-Welt**.

42-184 Boots of Fine **Black Leather**. Easy Rubber heels. For those Men who stand or walk much.

Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, } Post
10, 10½, 11, 11½, 12, 12½, 13. } Paid.. **5.65**



**Ideal
for Foot
Health!**

**FOR REAL
COMFORT**

SHOE POLISHES AND CLEANERS



Good Polishes

41-375 Brown or Black Nugget. 12c
41-376 Tilley's Nu-Black... 10c
41-377 '2-in-One' Black or Brown or Ox-Blood... 12c
41-378 'It'—for Colored Leather. Neutral cream. 25c

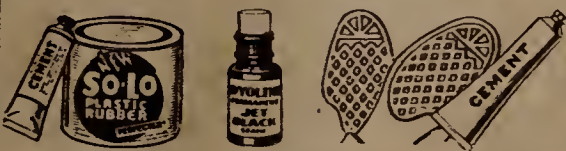
White Cleaners

41-379 Tilley's White Cake. 10c
41-380 Tilley's Nu-White... 25c
41-381 Tilley's Sure-White. 25c
41-382 Liquid Queen White 19c
41-383 'It'—White Liquid. 25c

For Suede Leathers

41-384 'It'—a Blue or Brown or Black Liquid Dressing... 25c
41-385 Lion—a Blue or Brown or Black Liquid Dressing... 25c

MEND OR DYE YOUR OWN SHOES



The "So-Lo"

41-386 Plastic, and Non-Skid. Will mend leather or rubber. **39¢**

Dyoline

41-387 Black Liquid which dyes all colored leather. **25¢**

Half Soles

41-388 Velvet Rubber. Cement. Send drawing of shoe worn... **15¢**

Leather Half Soles

Send tracing of shoe sole.
41-389 Men's... 45c
41-390 Women's... 35c

Rubber Heel Lifts

Send tracing of shoe heel.
41-391 Men's... 15c
41-392 Women's... 15c

SURE AIDS TO EASY WALKING



Arch-Support

41-393 A help to weak muscles or tired feet. State size of shoe and whether for Men or for Women. Price, A pair... **1.98**

Cork Insoles

41-394 Soft and absorbent **Corticene Cork Insoles**. Afford comfort. Men's 7 to 11. Women's 3 to 7. Price, A pair... **10¢**

Heel Grip

41-395 Of Rubber, gummed on one side ready to insert. Keeps the shoe from slipping. Saves the hose. Price, A pair... **10¢**

SIMPSON'S LOW CASH PRICES × 109



VERY
NEW
STYLE

WITH
SLIDE
FASTENER

Women's Light Rubbers

Black. Sizes 3 to 9. Half Sizes.
44-307 High Cuban Heel. } 1.29
44-308 Medium Cuban. }
Brown. Sizes 3 to 9. Half Sizes.
44-309 High Cuban Heel. } 1.29
44-310 Medium Cuban. }



FINE
QUALITY

LOW
PRICES

Black Rubbers. Six Styles for Women. Also One Style for Growing Girls

Sizes 3 to 9. Half Sizes. Sizes from 2½ to 9. Sizes from 2½ to 8.
44-300 To fit High Cuban Heel... 49¢ 44-302 To fit Medium Cuban... 49¢ 44-305 To fit Low-Heel Shoes... 49¢
44-301 To fit the Spike Heel... 59¢ 44-303 Medium Heel. EEE-Wide... 59¢ 44-306 For Shoes Goodyear-Stitched... 59¢
44-304 Black Rubbers to fit Growing Girls' Shoes which have Walking Heels. Sizes from 2½ to 8. Price... 49¢

WOMEN'S
RUBBER
OVERSHOES

Special
Value



Black
or
Brown

You Need
These for
Wet Weather!

All-Rubber Overshoes of good-wearing quality.

Black Overshoes.
Sizes from
2½ to 9. Price 95¢

44-328 Medium Heel. 95¢
44-329 For High Heel. 95¢
44-330 For Low Heel. 95¢
44-335 Black. For EEE-Wide Shoes. Medium heel. Sizes 3 to 9. Half sizes.. 1.10

Brown Overshoes.
Sizes from
2½ to 9. Price 95¢

44-331 Medium Heel. 95¢
44-332 For High Heel. 95¢
44-334 For Low Heel. 95¢

CHILDREN'S
GOOD
RUBBERS



BLACK
OR
BROWN



BLACK

Black Low Rubbers 44-311 Sizes 4 to 10½... 42¢
44-312 Sizes 11 to 3... 45¢
Brown Low Rubbers 44-313 Sizes 4 to 10½... 63¢
44-314 Sizes 11 to 2½... 65¢
Black Storm Rubbers 44-315 Sizes 5 to 10½... 45¢
44-316 Sizes 11 to 2½... 50¢

Feature
Value!

MEN'S
AND
BOYS'
BLACK
RUBBER
BOOTS



Sure Foot Protection
in the Wet Weather
Great for the Early Spring

Just the kind of sturdy Black Gum Rubber Boots that all Men and Boys should have. Have Moccasin vamps, rolled-edge soles and Solid Rubber heels. It pays to keep your feet dry.

44-341 Men's 6 to 12. No half sizes. Price... 1.45
44-342 Boys' 1 to 5. No half sizes. Price... 1.25
44-343 Small Boys' 10 to 13. No half sizes. 1.00

High Black Rubber Boots

No half sizes.
44-321 Child's sizes 6 to 10... 98¢
44-322 Girls', Boys' sizes 11 to 2... 1.25
44-323 Women's sizes 3 to 9... 1.45

Extra Value!

Rubber Boots. Black with Red Soles. Made in knee-height for full protection. Good quality for long wear. Soles and heels of Red Rubber. Have a pair for the early Spring days!

44-344 Men's Sizes 6, 7, 8, 9, 10, 11, 12... 1.79
44-345 Boys' Sizes 13, 1, 2, 3, 4, 5... 1.49



Child's
Durable

All-Rubber Overshoes

Splendid for wear in wet weather.

Sizes from 7 to 10½.
44-324 Black. } Post 85¢
44-325 Brown. } Paid...
Sizes 11 to 3. Half sizes.
44-326 Black. } Post 89¢
44-327 Brown. } Paid...
Bright-Finished Black Rubber Boots

44-317 Child's 6, 7, 8, 9, 10. Solid heel. } Post 98¢
4 Eyelets. } Paid...
44-318 Misses' 11, 12, 13, 1, 2. Solid heel. } Post 1.09
5 Eyelets. } Paid...
44-319 Women's 3, 4, 5, 6, 7, 8. Solid heel. } Post 1.25
6 Eyelets. } Paid...
44-320 Child's 6, 7, 8, 9, 10. Rolled heel. } Post 79¢
4 Eyelets. } Paid...

MEN'S
STORM
RUBBERS

Keep Your
Feet
Dry!



MEN'S
AND
BOYS'

Just the Rubbers for Men!
44-339 Black. Extra heavy. Red rolled-edge sole. } 89¢
Sizes 6, 7, 8, 9, 10, 11, 12.
44-340 All-Black Rubbers. Plain-edged sole. } 75¢
Sizes 6, 7, 8, 9, 10, 11, 12.

Good-Wearing Black Rubbers
44-336 Men's sizes 6 to 12. Half sizes... 57¢
44-337 Big Boys' sizes 1 to 5. No half sizes... 49¢
44-338 Small Boys' sizes from 11 to 13. No half sizes... 45¢

MEN'S AND BOYS'
CANVAS
SHOES



Brown Oxfords
Fine Canvas Shoes with a ribbed toe-guard. Rubber soles and heels. Comfortable for all Sports and Outings or for everyday.

44-356 Men's 6, 7, 8, 9, 10, 11. 79¢
44-357 For Boys 11, 12, 13, 1, 2, 3, 4, 5. 73¢

We PAY
POSTAGE



Men's, Boys'

Cool comfortable Canvas Oxfords with easy Rubber soles and heels.

Full sizes only. No half sizes.
44-350 Men's Brown. 6 to 11. } Post 89¢
44-351 Men's White. 6 to 11. } Paid
44-352 Boy's Brown Oxford. Sizes 1, 2, 3, 4, 5 only. Postpaid, pair 75¢

LOW-
PRICED
CANVAS
BOOTS



MEN'S
AND
BOYS'

For Sport, Outing and General Wear
Boots of Fine Brown Canvas. Rubber ankle-patch, side-stay, eyelet-facing and Ribbed toe-guard.

44-353 Men's sizes 6, 7, 8, 9, 10, 11. 9 Eyelets. No half sizes. Postpaid... 89¢
44-354 Big Boys' sizes 1, 2, 3, 4, 5. 8 Eyelets. No half sizes. Postpaid... 85¢
44-355 Small Boys' sizes 11, 12, 13. 7 Eyelets. No half sizes. Postpaid... 75¢

110 × BUY SIMPSON'S QUALITY

**SIMPSON
SPECIAL
298**

Enjoy the Extra Comfort AND LONG WEAR of a SIMPSON SWEATER

FEATURE VALUE!

Brushed Wool **298**
Zipper Front

- Outstanding Saving
 - Designed for Comfort
 - Powder Blue or Grey Colors
- Packed with all the good looks and comfort you can buy for the money. Men's brushed Wool jacket sweater with full-opening concealed zipper front. Two roomy pockets. Short, stand-up collar. Choice of practical Powder Blue or Grey shades.

Chest 36 to 44.
23-100 Postpaid, each... 2.98



All-Wool Cardigan **175**

Nothing adds to a man's comfort more than a serviceable Cardigan coat. This one is sturdily knit in Green Heather shade. Five-button front. Two roomy pockets. Priced at a saving. Chest 36 to 44.

23-101 Postpaid... 1.75

Shepherd Checks **298**

Here you have one of the newest novelty sweaters for men. Pullover style with zipper closing. Check front and back. Knitted sleeves and waistband. In Brick Rust or Balsam Green. Chest 36 to 44.

23-102 Postpaid... 2.98

Cardigan Style **389**

A winner all the way! Men's smart new novelty style sweater coat with full-opening concealed zipper front. Check cloth front. Knitted All-Wool back and sleeves. In Bottle Green or Brown. Chest 36 to 44.

23-103 Postpaid... 3.89



**Heavy Jumbo
Sweater Coat** **219**

For the money—this is the best sweater coat value you can buy. Long wearing Wool quality, knit in heavy jumbo stitch. Big shawl collar. Two large pockets. Choice of four practical colors—Black, Navy, Brown or Wine. State color desired, when ordering. Chest 36 to 44.

23-104 Postpaid... 2.19

**Brushed Wool
Pullover Style** **179**

Combines good looks with more than the usual amount of wear. The zipper neck feature is just what younger men will appreciate. Short stand-up collar. Long sleeves. Comes in choice of smart Wine or Blue shades. Order yours, now. State color.

23-105 Postpaid... 1.79

**Better Quality
Cardigan Coat** **225**

Worth more than the low price we ask. Knit from All-Wool quality yarns and featuring a full-opening concealed zipper front. Two roomy pockets. Full-knit sizes. Comes in Blue Heather shade. Here's genuine comfort for every man. Moderately priced. Chest 36 to 44.

23-106 Postpaid... 2.25

Up-and-Coming STYLES for BOYS



(A) New "Barrel" style sweater for boys and youths. Knit from fine All-Wool quality. Navy with Royal Blue - and - White stripes. Chest 28 to 38.
23-111 Long sleeves... 1.59
23-112 Sleeveless... 1.00

(B) Boys' smart V-neck pullover, knit from fine, long-wearing All-Wool yarns. Long sleeve style. Choice of Med. Blue or Maroon with contrasting trimming. Ages 6 to 14 years.
23-110 Postpaid... 98c

(C) As smart as they come! Boys' All-Wool quality pullover featuring the new stand-up Cadet collar, with zipper opening. Choice of Wine or Blue shades. Ages 6 to 14 years.
23-109 Postpaid... 1.19

BRUSHED FINISHES, NEW DESIGNS

Knit
TO GIVE
Extra
WEAR



**Leads 'Em All
for Style!** **129**

You couldn't buy a boy a pullover he would like better than this one in brushed Wool finish. Has smart stand-up collar and zipper opening at neck. Choice of Blue or Wine shades. Order now. State color desired.

Ages 6 to 14 years.
23-108 Postpaid... 1.29

**Long-Wearing
Low-Priced** **59c**

For all-around steady wear, this boys' pullover will fill the bill to your complete satisfaction. Knit from heavy weight Cotton yarns in new block-diamond design. In choice of Brown or Blue with contrasting colors.

Ages 6 to 14 years.
23-107 Postpaid... 59c



Men! You Get
• MORE FREEDOM
• MORE COMFORT
• LONGER WEAR
at Lowest Prices

Weather
Forecast:

WARMER DAYS AHEAD



**No-Button
Balbriggan**

57¢

- Full-Sized
- Easy to Wash
- Fine, White Quality

Men appreciate the comfortable no-button feature of these fine White Balbriggan combinations. They're very popular for Summer wear. Well made throughout. Easy to slip on and off. A splendid saving at Simpson's low price. Order your requirements, now.

Chest 34 to 44.
23-115 Postpaid..... 57c

**Fine Quality
White Rayon**

1.00

- Choice 2 Styles
- Button-Front
- Or No-Button Front

C-O-O-L even on the hottest days! They don't stick to the skin—nor "ride up". These fine-quality White Rayon combinations come in choice of button front or no-button front style. Roomily proportioned. Easy to wash.

Chest 34 to 44.
23-116 Button front. } Each
23-117 No-Button front. } 1.00

**Porous Knit
and Easy Fit**

50¢

- Low Priced
- Long Wearing
- Tops for Comfort

They're cool, because they're porous knit. Athletic style Shirts and the new shorter "Snugs", made from White, porous knit, Lisle-finished Cotton. "Snugs" have all-around Lastex waistband and fly front. Order by number.

23-118 SHIRTS. Chest 34 to 44.
23-119 SNUGS. Waist 30 to 42.
Postpaid, each..... 50c

**Light-Weight
Combinations**

85¢

- Long Sleeves
- Ankle Length
- Natural Balbriggan

When it's time to change to lighter weight underwear—there are no better combinations to wear than these of long-wearing, Natural shade Balbriggan. Properly proportioned for easy, comfortable, trim fit. In long sleeve, ankle length style. Unusual value!

Chest 34 to 44.
23-120 Postpaid..... 85c

Save on Shirts and Shorts

Men's SHIRTS of finely ribbed White Cotton. Athletic style. Easy to wash. Chest 34 to 44.

23-121 Postpaid, each.. **27¢**

Men's SHORTS of long-wearing Broadcloth in assorted new stripes and colorings. Waist 30 to 42.

23-122 Postpaid, each.. **35¢**

Men's short "SNUGS" of finely ribbed White Cotton. All-around Lastex waistband. Waist 30 to 42.

23-123 Postpaid, each.. **35¢**



TRIMS DOWN
YOUR
WAISTLINE



DESIGNED
FOR
COMFORT



SMOOTH
TO
THE SKIN

**Figure-Support Shorts
with Lastex Waistband**

75¢
EACH

- Streamline Your Waistline
- Helps Correct Slouching Posture
- Mesh-Knit, Fine White Cotton

Men! Here's the biggest advancement in underwear circles in years. New style figure-support Shorts. Mesh-knit from fine White Cotton. The all-around, wide, firmly-knit stretchy Lastex waistband holds you in comfortably. Reduces waistline—helps correct slouching posture. Wear these Shorts—you'll look better—feel better! Order yours, now.

Waist 30 to 42.
23-125 Postpaid, each..... 75c

**Our Better Quality
Shirts and Shorts**

49¢
EACH

- Fine White Cotton Shirts
- Striped Broadcloth Shorts
- Made to Give Longer Wear

Outstanding value for the money—The quality guarantees it! You won't find another Shirt and Short set that will give you the same kind of service at the price. Shirts are made from finely knit White Cotton in sleeveless athletic style. Shorts are made from sturdy Broadcloth in new assorted stripe patterns. Lastex inserts on waistband. Order now.

23-126 SHIRTS. Chest 34 to 44. Postpaid,
23-127 SHORTS. Waist 30 to 42. } Each..... 49c

**Fine White Rayon
Shirts and Shorts**

57¢
EACH

- Run-Resistant Quality
- Smooth. Non-Clinging
- Full, Comfortable Sizes

There's no substitute, men, for comfort. Next to your skin—you'll like these Rayon Shirts and Shorts best. They won't "cling" nor "creep up" on you. Shirts are made in popular sleeveless athletic style. Shorts have all-around Lastex waistband. Made in White only. Order your Summer requirements now. Be prepared for the warmer days.

23-128 SHIRTS. Chest 34 to 44. Postpaid,
23-129 SHORTS. Waist 30 to 42. } Each..... 57c

NOW IS THE TIME

To Order!
Your Needs!

Popular Range
of Styles . . .

. . . Priced to
Save You Money



Balbriggan Shirts, Drawers

- ★ Our Greatest Underwear Value
 - ★ Medium Weight. Full-Cut Sizes
 - ★ Sturdily-Knit. Easy to Wash
- Bought as a SIMPSON SPECIAL feature. The saving we made passes directly on to you. Stock up, now. Shirts have long sleeves. Drawers are ankle length.
- 23-134 SHIRTS. Chest 34 to 44.
23-135 DRAWERS. Waist 32 to 42.
In Natural shade.
- Postpaid, each . . . 45c or 2 for 85c

Extra
Value! **77¢**

- Low-Priced
- Ankle Length
- Short Sleeve Style

Men's lighter weight Natural Balbriggan combinations in short sleeve, ankle length style. Full roomy sizes for maximum comfort. Full button front. Two or three of these combinations will do you the whole season or longer. Order now.

Chest 34 to 44.
23-130 Postpaid . . . 77c

Cool, Mesh-Knit Shirts and Snugs

- Popular New Style
- Extra Comfortable
- Low Simpson Price

Designed for active men. Made from good quality, porous-knit, Lisle-finished White Cotton. SHIRTS in athletic style.

Chest 34 to 44.
23-131 Postpaid, each **35¢**
SNUGS have full Lastex waistband.

Waist 30 to 42.
23-132 Postpaid, each **39¢**

Mesh-Knit Combs.

57¢

- Cool
- Easy-Fitting
- No-Button Front

Literally "air-conditioned" for your supreme comfort on warmest days. Men's porous-knit combinations of White Cotton. No buttons to worry you. Crossover buttonless front. Large, roomy armholes. Fly front. Big value!

Chest 34 to 44.
23-133 Postpaid . . . 57c



SPORTS
JERSEY

THEY'RE COOL
MESH KNIT

Athletic Style Sports Shirt

33¢

- Easy to Wash
- Cool and Comfortable
- Colored Design on Front

"Hi-Ya-Stranger" cowboy and other smart designs are stamped on in color on the front of each shirt. Knit from long wearing White Balbriggan in athletic style. Deep armholes for action-free comfort. Priced unusually low. A boy needs at least two of these to see him through the Summer and holiday time.

Ages 6 to 14 years.
23-143 Postpaid . . . 33c

Boys' Cool, Mesh Knit Shirts and Snugs

- Made Just Like "Dads"
- Air-Cooled, Porous-Knit
- Will Give Extra Comfort

No more practical warm weather style of underwear for active boys. They'll appreciate the extra comfort. Made from porous-knit, Lisle-finished White Cotton. SHIRTS in sleeveless athletic style, with deep cut armholes.

23-141 Ages 4 to 14 yrs. Each **29¢**
SNUGS have all-around Lastex waistband and fly front.

23-142 Ages 4 to 14 yrs. Each **35¢**

No-Button Balbriggan

- Low-Priced
- Long-Wearing
- Full-Cut Sizes
- Easy to Wash

39¢

Boys' Natural shade Balbriggan combinations in popular no-button style. Easy to slip on and off. Ideal for Summer wear. Big value! Order now.

Ages 4 to 14 years.
23-136 Postpaid . . . 39c

Here's Unusual Saving!

- Balbriggan
- Sturdy Quality
- Button-Front
- Low-Priced

43¢

Mothers! Don't miss this opportunity to save on boys' Natural shade Balbriggan combinations in button-front style. Easy to wash.

Ages 4 to 14 years.
23-137 Postpaid . . . 43c

Shirts, Shorts, Snugs

Ages 6 to 14 years.

SHIRTS of finely ribbed White Cotton.

23-138 Each . . . **25¢**

SHORTS of assorted striped Broadcloth.

23-139 Each . . . **33¢**

SNUGS of serviceable White Cotton with full Lastex waistband.

23-140 Each . . . **33¢**

Simpson's

PAY POSTAGE

Keep SIMPSON'S Catalogue Handy—Order from It Regularly

SIMPSON'S LOW CASH PRICES × 113

TRIPLE-STITCHED
TEAR-PROOF
SEAMS

EVERY FEATURE THAT MEANS
LONGER WEAR
BUILT INTO THESE
WORK SHIRTS



Double Yoke



Double Elbows



One-Piece Sleeve Facings



Zipper Front



Triple Seams



Bar-Tacked Pockets



Heavy Duty Navy Drill Quality

- ★ Deep Double Yoke for Extra Wear
- ★ Double Reinforced Elbows and Forearms
- ★ Non-Rip, One-Piece Sleeve Facings

More than ordinary wear and value is packed into this strapping work shirt for men. Extra heavy quality, plus double back yoke, shoulders, forearms and elbows. Triple-stitched main seams. Non-Rip sleeve facings. Two button-through pockets. Outstanding value! Order now.

Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½, 18.

39-100 SIMPSON SPECIAL Price, Postpaid, ea. 1.19



Choice of Husky Blue Covert or Navy Drill

- ★ Quick-Action, Rustless Zipper Neck Closure
- ★ Triple-Stitched Main Seams Throughout
- ★ Two Button-Through Pockets. Non-Rip Sleeves

Outstanding work shirt value in choice of wear-tested, long-wearing materials—Blue Covert Cloth or Navy Blue Drill. Both have won their spurs for hard, vigorous service. Full-cut sizes for maximum wearing comfort. Take advantage of this big saving. Order by number.

Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½, 18.

39-101 Blue Covert Cloth.

39-102 Navy Blue Drill.

SIMPSON SPECIAL, Postpaid, each..... 1.00

**A STYLE and QUALITY
FOR EVERY JOB**



(A) Choice of Three Colors 59¢

- Low-Priced
- Full-Cut Sizes
- Triple-Stitched Seams
- Navy, Cadet Blue or Khaki

Lots of wear for little money—is the story, here! Good, strong, closely-woven Cotton work shirts in choice of Navy, Cadet Blue or Khaki. All made with triple-stitched seams at all strain points. Non-rip sleeve openings. Buttons sewn with strong sinewy thread—to stay put. Full-cut sizes, for maximum working comfort. You save more at Simpson's.

Neck sizes 14½ to 18.

39-103 Postpaid, each. 59¢

(B) Dk. Grey Cotton Tweed 79¢

- Popular
- Hard-Wearing
- Triple-Stitched Seams
- Priced at a Saving

An old favorite with Canadian workmen the country over. Has proved itself on the toughest jobs. The Dark Grey shade doesn't soil easily and the strongly woven quality can take plenty of punishment. Main seams are triple-stitched for extra wear. Sleeve openings are strongly bar-tacked—they can't rip. All-around value! Order a couple, now.

Neck sizes 14½ to 18.

39-104 Postpaid, each. 79¢

(C) Navy Drill Check Design 1.00

- Good Weight
- Long-Wearing
- Non-Rip Sleeves
- Triple-Stitched Seams

Put a little pep and life into your everyday clothes. This new number follows the trend to small check patterns, yet is as sturdily made as the toughest! With triple-stitched main seams at strain points. Buttons put on to stay. Full-cut comfortable sizes. Sleeve facings that can't rip. Two large button-through pockets. Priced to save you money. Order now.

Neck sizes 14½ to 18.

39-105 Postpaid..... 1.00

(D) Quality Brown Drill 1.39

- Coat Style
- Heavy Quality
- Full Roomy Sizes
- Best for the Money

So rugged—so well made—almost impossible to wear out. Designed to give complete satisfaction on any job. Popular coat style with heavy duty seams—triple-stitched at strain points. Non-rip, 1-piece sleeve facings. Full-cut sizes for maximum working comfort. Two large button-flap pockets. Order this lusty, able-bodied shirt—it's well worth the difference!

Neck sizes 14½ to 18.

39-106 Postpaid, each 1.39

CHOICE OF
3
Materials



Double AT STRAIN POINTS
FOR Double WEAR!



Double Shoulders



Double Back Yoke

Don't Miss This
Unusual Saving!

Blue Covert Cloth Shirt
Amazingly Low-Priced

- ★ Double Cloth Shoulders
- ★ Double Cloth Back Yoke
- ★ Favorite Full Coat Style
- ★ Two Button-Through Pockets

This full-fledged work shirt has already won thousands of followers. Man!—It's Tough! We had it made to withstand the hardest wear a human can give it. Won't show dirt or grease readily. Keeps its full, roomy fit after repeated washings. All main seams are triple-stitched. Buttons are sewn on to stay. Sleeve openings are rip-proof. Two large button-through pockets. The biggest shirt value one dollar will buy. Order now.

Neck sizes 14½ to 18. 39-110 Postpaid, each 1.00

SUPER
Value

100

All Sturdy Wear-Tested Qualities

You men who recognize unusual value will select your work shirts from these 3 well-known materials—(A) Navy Blue Drill. (B) Fawn Cotton Tweed. (C) Blue Cotton Chambray. Any one you choose, will give you full all-around satisfaction in every way. All have triple-stitched main seams, non-rip sleeve openings and full-cut sizes for extra comfort.

Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½, 18.

- 39-107 (A)—Navy Blue Drill.
- 39-108 (B)—Fawn Cotton Tweed.
- 39-109 (C)—Blue Chambray.

Simpson's Low Cash Price, Postpaid, each 89¢

89¢
EACH



Husky Suedine in Choice of
Navy, Fawn, Wine or Green

98¢

- Heavy, Wear-Tested Quality Suedine
- Strong, Triple-Stitched Main Seams
- Reinforced Rip-Proof Sleeve Openings

No ordinary shirts are these! They're made from heavy quality full-bodied Suedine that lives up to its reputation for giving continuous long, hard service. If you've never worn Suedine work shirts—you've got a real value surprise in store. These come in choice of practical Navy, Fawn, Wine or Green shades. In popular coat style. One extra deep pocket. State color desired, when ordering.

Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½, 18.

39-111 Low Simpson Cash Price, Postpaid, each . . . 98¢

Assorted Cotton Checks
or Practical Covert Cloths

98¢

- Strong, Triple-Stitched Main Seams
- Two Big Button-Through Pockets
- Very Ruggedly Made in Every Detail

Even in price specials like these you get a choice of some of the longest-wearing materials there are—at a definite saving. Take advantage of this low price and stock up, now. Choice of assorted Cotton Checks, similar to one shown; or plain Blue, Green, Wine or Fawn Covert Cloth. Full-cut sizes. State color desired, when ordering, please.

Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½, 18.

39-112 Assorted Cotton Checks. } Postpaid,
39-113 Plain Covert Cloths. } Each 98¢

Strong Drill Work Shirts
In Green, Wine or Brown

119

- Comfortable, Full-Cut, Roomy Body Sizes
- Two Large Button-Through Pockets
- Strong, Triple-Stitched Main Seams

The Canadian working man's favorite—in choice of these three practical slow-to-soil colors—Green, Wine or Brown. A hard-wearing Drill quality that outwears the toughest jobs you can dig up. Full-bodied sizes. Triple-stitched main seams. Non-rip sleeve openings. Two button-flap pockets.

Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½, 18.

39-114 Simpson's Low Cash Price, Postpaid, each. 1.19

USE THE BUDGET CLUB SEE PAGE 210 X 115

SHIRTS
AND
TIES
to Match



Dressy New Checks for Spring

- Choice of Blue, Tan, Grey or Green
- Good Quality, Pre-Shrunk Broadcloth
- All Ties Match Shirts Perfectly

Men! Fashion authorities agree that shirts with ties to match are the last word for Spring and Summer. In this special feature value you get the pick of the newest assorted check patterns, similar to the one shown above. Shirts are made from good quality, serviceable Broadcloth and cut full and roomy to ensure comfortable fit. All in collar attached style with breast pocket, button-band cuffs and strongly sewn seams. Choice of Blue, Tan, Grey or Green colorings with tie to match in pattern and color. Orders yours, now.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17, 17½.
39-115 FEATURE VALUE, Postpaid, Shirt and Tie Set.... 1.15

115
SET

Sleep "Like a Log"
IN THESE
COMFORTABLE PYJAMAS



Broadcloth Pyjamas

74

Notch lapel coat style for men. Of long-wearing, striped, pre-shrunk Broadcloth in choice of Blue, Tan or Wine colorings. Cut full and roomy throughout. Extra fine value, here. Order a pair, now.
Chest 34 to 44.

39-116 Postpaid..... 1.74

Flannelette Pyjamas

35

Men's medium-weight Flannelette pyjamas in the latest assorted stripe patterns. Kite front style. Chest 34 to 44.

39-117 Postpaid..... 1.35

Men's heavy-weight Flannelette pyjamas. Style and sizes, as above.

39-118 Postpaid..... 1.75

Broadcloth Pyjamas

59

An aid to sound sleeping — men's good-looking, assorted Broadcloth pyjamas in notched lapel collar style. The kind that usually sells for 2.00. Beautifully finished. Contrasting collars, cuffs.

Chest 34 to 44.

39-119 Postpaid..... 1.59

Low-Priced BATH ROBES

MEN'S
298

BOYS'
249



NIGHT SHIRT

Smart New Pattern

Big blanket cloth bath robes for Father and Son. Distinctive assorted patterns similar to those shown above in Blue, Brown and Wine colorings. Piped all around.

39-124 MEN'S—Small,

Medium and Large.

Postpaid..... 2.98

39-125 BOYS'—Ages 8 to 16

years. Postpaid..... 2.49

Flannelette Night Shirts

110

Men's medium-weight Flannelette night shirts in new assorted stripe patterns. Full roomy sizes. Collar style with breast pocket.

Neck sizes 15, 16, 17, 18,

39-120 Postpaid.... 1.10

Men's heavy-weight Flannelette night shirts. Neck sizes—

15, 16, 17, 18, 19, 20.

39-121 Postpaid.... 1.39

PLAIN
AND
ASSORTED



WHITE
NAVY
or MAROON

Priced Extra LOW Plain or Assorted

- Great Chance to Save
- Good Wearing Quality

If you've only so much to spend and want the best value your money will buy, we strongly recommend these good-looking Broadcloth shirts. Choice plain White or Blue, or assorted patterns.

Sizes 14 to 17½.

39-122 Postpaid, each..... 79c

39-126 Plain Rayon ties in Blue, Navy, Brown,

Wine or Green. Postpaid, each..... 25c

79c

Fleece-Lined Shirt with Zipper Neck

100

- White, Navy Blue or Maroon
- Ideal Shirt for Sports Wear

Every man needs one or two of these practical sports sweat shirts. Sturdily made from Cotton Jersey, fully fleece-lined inside. Long sleeves. Sports collar with quick zipper closing. Choice of White, Navy Blue or Maroon. Be sure to state color desired when ordering.

Chest 36 to 44.

39-123 Postpaid, each..... 1.00

116 × SIMPSON'S PAY POSTAGE

New Woven and Printed Broadcloths

SHIRTS OF FINE QUALITY
AT
LOWEST CASH PRICES

Simpson's
SUPREMACY

BEST SHIRT VALUE
2.00
WILL BUY



Stripes and Dots BLUE, GREY OR TAN

Canada's No. 1 Broadcloth shirt value!
Amazing that such good quality can
be sold so low. Rich-looking stripe
and dot pattern in choice of **Blue,**
Grey and **Tan** colors. Nicely tailored
throughout. Non-wilt fused collar.

Sizes 14 to 17½.

39-127 Postpaid, each... **1.15**
TIES in Silk-and-Wool quality. Neat
plaid patterns, similar to one shown.
Blue, Wine or Brown colorings.
Shape-retaining interlinings. **50¢**
39-135 Postpaid, each.



Smart Square Checks BLUE, GREY OR GREEN

In tune with the new Spring suitings,
this shirt is tailored by expert shirt
makers from a good quality Broad-
cloth. The square check pattern is one
of the smartest you'll see, anywhere.
PER-FIT non-wilt fused collar. Never
needs starch. Easy to launder. Choice
Blue, Grey or Green colors.

Sizes 14 to 17½.

39-128 Postpaid, each... **1.29**
TIES of evenly spun Rayon quality.
Striped patterns in **Blue, Wine, Brown**
or **Green** colorings with shape-
retaining interlinings. **50¢**
39-136 Postpaid, each...



Stripes and Figures BLUE, GREY OR TAN

This is a better quality Broadcloth
shirt because it's tailored from a finer
count, more lustrous Broadcloth—
Plus stronger, as well as neat tailoring
and stitching. Handsomely designed
patterns in stripes and small figures.
PER-FIT non-wilt fused collar.
Never needs starch. Easy to launder.
Blue, Grey or Tan colors.

Sizes 14 to 17½.

39-129 Postpaid, each... **1.49**
TIES to go with the above shirts. Of
quality Rayon in **Blue, Wine or**
Brown colorings with shape-
retaining interlinings. **50¢**
39-137 Postpaid, each.



Popular Solid Shades WINE, BLUE OR BROWN

The richer, deeper Forest tones will be
popular for Spring and Summer. These
are Vat-dyed to ensure against fading.
Dark Blue, Wine or Brown in good
quality Broadcloth. The button-down
quality keeps neater longer. Carefully
tailored throughout. Strong stitching.
Big value! Order one, now.

Sizes 14 to 17½.

39-130 Postpaid, each... **1.29**
TIES of Silk Crepe in choice of solid
shades—**Blue, Navy, Wine, Brown,**
Grey, Green, Canary or Black.
Shape-retaining interlinings. **50¢**
39-138 Postpaid, each...



Simpson's fine quality SUPREMACY shirts have most of the important
details and features found in custom type shirts at about half the price or
less. Luxuriously woven, pre-shrunk Broadcloth in plain **White**, or latest
Blue, Grey, Green and **Tan** assorted stripe patterns. Non-wilt fused
collar. Never wilts—never needs starch. Sizes 14 to 17½.

39-131 Simpson's SUPREMACY Feature Value, each... **2.00**
39-139 Dressy good-looking Rayon polka dot ties. Choice of
Navy, Wine, Brown or Green with **White** dots. Postpaid, each. **50¢**

SHIRTS

1.50



TIES
50¢

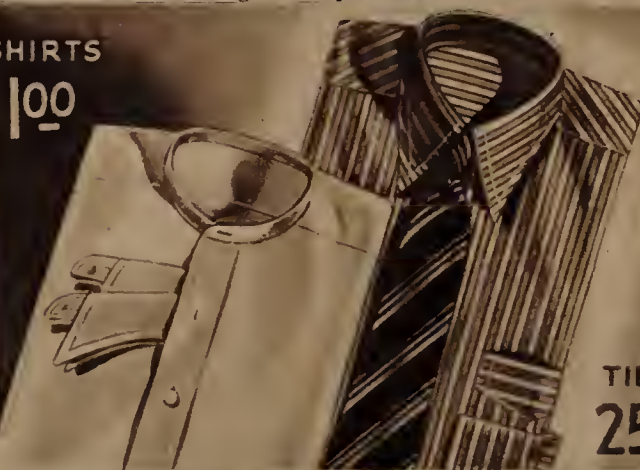
New Style, Attached Non-Wrinkling Collar

The special construction keeps this collar neat and fresh-looking longer.
Shirts made from fine quality Broadcloth in smart "hit-and-miss" pat-
tern. Choice of **Blue, Grey** and **Tan** shades. Sizes 14 to 17½.

39-132 Simpson's Low Cash Price, each... **1.50**
39-140 Neatly striped Rayon ties to go with above shirts. **Blue,**
Brown and **Wine** colorings. Postpaid, each... **50¢**

SHIRTS

1.00



TIE
25¢

Separate Collar or Collar Attached Styles

Outstanding value in men's plain **White** or **Blue**, or assorted
stripe Broadcloth shirts in separate collar or collar attached styles.
Nicely tailored and finished throughout to ensure good fit and
lengthy service. Order yours, now, in either style. Sizes 14 to 17½.

39-133 Separate Collar style. } Postpaid, each... **1.00**
39-134 Attached Collar style. }
39-141 Extra low price on men's Rayon ties with good-looking
stripe and other assorted patterns and colorings. Postpaid **25¢**

SIMPSON'S PAY POSTAGE CHARGES

SIMPSON'S LOW CASH PRICES ★ 117

118 × BUY SIMPSON'S QUALITY



3 PAIRS
69¢

Ribbed Grey Wool

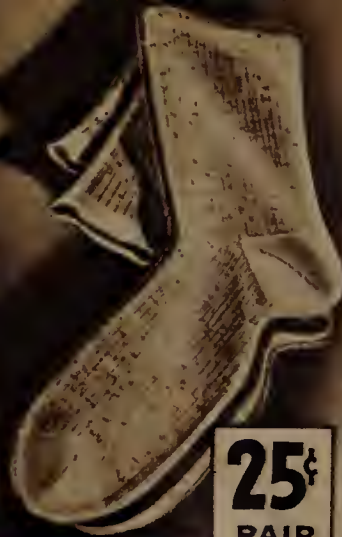
Good weight everyday work socks, knit from soft Wool Grey yarns. Reinforced heels and toes ensure long wear. Big saving! One full size.
39-162 Postpaid, 3 pairs 69c



3 PAIRS
59¢

Serviceable Quality

Men's sturdily-made Marl Cotton work socks in assorted Grey, Blue, or Wine shades. So low-priced you'll want to order a supply, now. Sizes 10 to 11½.
39-163 Postpaid.... 3 pairs 59c



25¢
PAIR

Penman's 'Health' Socks

Knit from soft, sanitary Wool. Medium weight. Grey Heather. One full size.
39-164 Postpaid, pair... 25c



SIMPSON SPECIAL
3 PAIRS
98¢

Sturdy WORK SOCKS



All-Wool
WORSTED
Quality

Extra Low Price **19¢**
PAIR

Thousands of men buy these long-wearing ribbed Cotton socks each season. For the money they have no equal. Well made throughout in assorted Heather shades. Order a good supply, now. Sizes 10 to 11½.
39-166 Postpaid, pair 19c

Famous for Wear→

First for comfort—first for wear — every workman knows Simpson's All-Wool Worsted work socks are tops for the money. Widely ribbed and specially reinforced. Assorted Heather shades. Sizes 10 to 11½.
39-167 Postpaid, pr. 39c

39¢
PAIR



- ALL-WOOL
- FULL-SIZED
- REINFORCED
- RANDOM SHADE

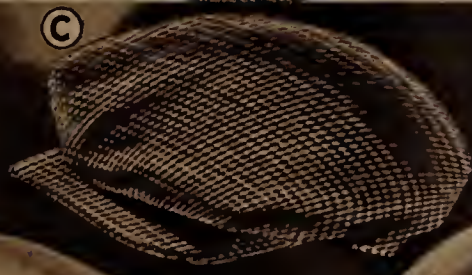
Biggest Work Sock Value You Can Buy!
Compare them! Wear them! Test them for yourself!—Then you'll agree no other work socks at or near our low SIMPSON SPECIAL price will give you so much comfort and service for the money. Knit from All-Wool yarns—full-sized—and specially reinforced at heels and toes. In Random shade. One full size.
39-165 SIMPSON SPECIAL Price, Postpaid.... 3 pairs 98¢

Sturdy WORK GLOVES

Priced to Save You Money



Styled for
LONG WEAR



Save More
AT SIMPSON'S
LOW PRICES

(A) Men's Grey Donegal Tweed cap. One of the most popular in our range. Choice of 1 or 8-piece crown styles. Well made to give long service. Sizes 6½ to 7½.
39-176 Postpaid..... 95c

(B) Good quality Fawn Velour cap. A practical, dressy fabric. Made in 1-piece crown style. Leather sweatband. Stiff unbreakable peak. Splendid value! Sizes 6½ to 7½.
39-177 Postpaid..... 1.00

(C) Men's 1 or 8-piece crown style Tweed caps with strong unbreakable peaks. In assorted shades and patterns. Big value! Sizes 6½ to 7½.
39-178 1-piece Crown. } Each
39-179 8-piece Crown. } 59c

(D) Dressy Grey or Fawn Tweed cap. Made a lot better than you would expect for the low price. Has stiff, unbreakable peak. Popular 8-piece crown style. Sizes 6½ to 7½.
39-180 Postpaid..... 89c

One-Finger Gauntlet

85¢
PAIR

For tough work and plenty of steady hard wear, order these serviceable one-finger Horsehide (trade name) Leather gloves with stiff gauntlet cuffs. Very strongly sewn seams throughout. Non-wear pull tab on cuffs. One full size.
39-168 Postpaid, pair 85c



Five-Finger Gauntlet

85¢
PAIR

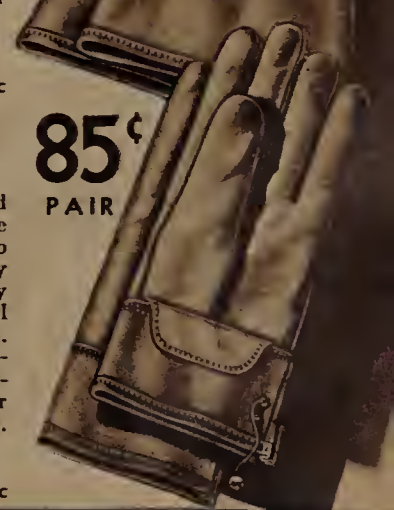
Here is the work glove that more than deserves its large following. Made from sturdy Horsehide (trade name) Leather. Lots of wear for little money. One full size.
39-169 Postpaid, pair 85c



Five-Finger Band Cuff

85¢
PAIR

Durable, full-bodied Horsehide (trade name) band top work gloves. Very pliable, yet plenty tough. Leather pull for extra strength. An old favorite—priced at a big saving. Order a pair of these gloves, now. One full size.
39-170 Postpaid, pair 85c



Men's heavy weight Police style braces. Strong elastic webbing. Quality fittings. 50c
39-171 Postpaid..... 50c
39-172 Men's lighter weight Police style braces, as above. Postpaid..... 39c

Favorite cross-back style braces. Can be worn for both work and dress wear. Strong quality elastic webbing. Detachable Leather ends. Good fittings. Order a pair, now.
39-173 Postpaid..... 39c

Dressy! Comfortable! Men's narrow width braces with elastic sliding cord at back for extra comfort. Quality. Rayon-covered elastic webbing. Strong fittings.
39-174 Postpaid..... 49c

New style narrow width braces with easy action, adjustable swivel back attachment. Rayon-covered elastic webbing. Quality fittings. Order a pair, now.
39-175 Postpaid..... 49c



SIMPSON SPECIAL
59¢

White or Blue Broadcloth

Extra saving on boys' and youths' plain **White or Blue** Broadcloth shirts. Fine wearing quality. Made all to withstand repeated washings. All with breast pocket and button-band cuffs. Neck sizes 12 to 14½. 39-181 Postpaid, each..... 59¢

New Stripes and Checks

Save on boys' and youths' better quality Broadcloth shirts here, featuring the pick of the smartest stripe and check patterns for Spring. Breast pocket. Button-band cuffs. Order now. Neck sizes 12 to 14½. 39-182 Postpaid, each..... 59¢



Boys' Leather Belt

Strong **Black** Leather belt for boys. Tongue buckle style. Order now. Waist sizes 24 to 32. 39-198 Postpaid. 25¢

Low Priced



Boys' "Police" style braces of heavy quality elastic webbing. Strong detachable Leather ends. 39-199 Postpaid. 19¢



Cross X Back Style

Boys!—You need a pair of these dressy cross-back style elastic braces to keep your trousers up in comfort. 39-200 Postpaid... 29¢



Youths' fine, long-wearing Broadcloth shirt in solid shades of **White or Blue**. Full cut. Nicely finished. Big value. Neck sizes 12 to 14½. 39-185 Postpaid..... 75¢



One of our smartest Broadcloth shirts for youths. New stripe and check patterns. Long wearing. Full-cut sizes. Neck sizes 12 to 14½. 39-186 Postpaid..... 79¢



Bright assorted check and plaid patterns in this extra serviceable Flannelette shirt for youths. Full-cut sizes. Strongly sewn seams. Big value! Neck sizes 12 to 14½. 39-187 Postpaid..... 69¢



Youths' smart button-down collar style Broadcloth shirt in choice of **Dark Blue, Brown and Wine** shades. Popular for Summer wear. Order now. Neck sizes 12 to 14½. 39-188 Postpaid..... 83¢

120 × SIMPSON'S PAY POSTAGE

Save on BOYS' and YOUTHS' WEAR



SIMPSON'S
Low Cash Prices
SAVES YOU MORE

A Good Quality Broadcloth

Youths' plain **White or Blue**, or assorted stripe fine quality Broadcloth shirts. Tailored throughout—just like Dad's. Will fit comfortably and give long service. Button-down collar style. Neck sizes 12 to 14½. 39-183 Postpaid, each..... 75¢

B Practical Knitted Pullover

Every young fellow needs one or two of these sports jerseys in his wardrobe. Knit from fine quality Cotton yarns in smart looking **Blue-and-White** stripe patterns. Circular neck. Short sleeves. Ages 6 to 14 years. 39-184 Postpaid, each..... 39¢

C Boys' Serviceable Shirtwaist

You can save here on boys' plain **White or Blue** or assorted pattern Broadcloth shirtwaists. Breast pocket. Draw-tape at waist. Ages 6 to 14 years. 39-189 Plain White or Blue. } Each... 49¢
39-190 Assorted Patterns. }

D Extra Special Saving, Here!

Mothers! Don't miss this opportunity to save on boys' sturdy Broadcloth shirtwaists. Made to give extra long wear. Choice of plain **White, Blue or Tan** or assorted fancy checks and stripes. Ages 6 to 12 years. 39-191 Postpaid, each 35¢ or 3 for 1.00



LASTEX TOP SOCKEES

The new shorter sockeess for youths. Knit from sturdy Cotton yarns in **Navy, Brown or Black** with contrasting stripes. Sizes 8½, 9, 9½, 10, 10½. PAIR 23¢

39-193 Postpaid, pair..... 23¢



Youths' good weight Cotton sockeess in smart new circular pattern. **Blue, Wine or Grey** with contrasting stripes. Sizes 9½, 10, 10½, 11. PAIR 25¢

39-192 Postpaid, pair..... 25¢



Youths' stripe Cotton socks at a very low price. Good range of colorings for Spring. Unusual saving. Order now. Sizes 10, 10½, 11, 11½. PAIR 15¢

39-194 Postpaid, pair..... 15¢

Another big sock saving for youths. Rayon-and-Cotton quality. Wide range of dressy designs and colorings. Sizes 9, 9½, 10, 10½. PAIR 19¢

39-195 Postpaid, pair..... 19¢



29¢ PAIR Boys' Sturdy Work Socks

Long wearing quality. Knit from Grey All-Wool yarns. One full size—fits 10 to 15 years. 39-196 Postpaid, pair..... 29¢

New Shorter Style Socks

Can be worn for both work and sports wear with your slacks. Knit from All-Wool yarns in choice of **White or Grey** shades. One full size—fits 10 to 15 years. 39-197 Postpaid, pair..... 25¢





(A) Choice of Navy or Cadet Blue

Boys' sturdily-made Cotton shirtwaists in choice of Navy or Cadet Blue. Full-cut sizes. Strongly sewn seams. Draw-tape at waist. State color. Ages 6 to 14 years.

39-203 Postpaid..... 2 for 87¢

(B) Boys' Fleece-Lined Shirt

Ideal for sports and everyday wear. Cotton Jersey, thickly fleece-lined for extra comfort. Easy to wash. Zipper fastener at neck. Choice of Navy, Maroon or White. Ages 6 to 14 years.

39-202 Postpaid, each..... 79¢

(C) Sturdy Covert Cloth Shirt

Cut and tailored to the same standards as our men's work shirts with triple-stitched main seams. Made from Blue Covert Cloth with zipper front. Neck sizes 12 to 14½.

39-201 Postpaid..... 89¢

(D) Sturdy Dark Cotton Tweed

In regular shirt or shirtwaist style for youths and boys. Famous long-wearing Cotton Tweed material.

39-204 SHIRTS—

Neck sizes 12 to 14½. Each..... 67¢

39-205 SHIRTWAISTS—

Ages 6 to 14 years. Each..... 49¢



Flannelette Pyjamas

Mothers will welcome this SIMPSON SPECIAL saving on boys' Flannelette pyjamas. Popular kite front style in latest assorted stripes and colorings. Full-cut sizes. Breast pocket in coat. Draw-tape in pants.

Ages 8 to 16 years.

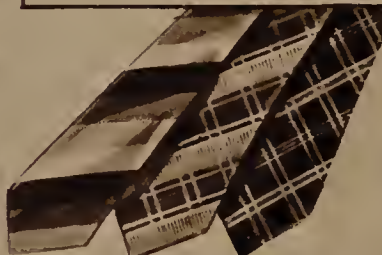
39-209 Postpaid..... 98¢

Fine Broadcloth

Boys will appreciate the comfort and smartness of these good quality Broadcloth pyjamas. Favorite lapel collar style. Assorted stripes in Blue, Maroon or Brown. Don't miss this unusual value.

Ages 8 to 16 years.

39-210 Postpaid..... 1.25



25¢ EACH

Boys' smart Rayon quality ties—specially selected from the latest assorted patterns for Spring.

39-212 Postpaid, each..... 25¢

Mickey Mouse, Donald Duck and other characters stamped on front of each of these novelty Rayon ties in Blue, Wine, Navy and Brown colors.

39-211 Postpaid, each..... 25¢



Boys' good-looking Navy Blue Wool beret. Jaunty and so practical. One size—fits all heads 6 to 14 years. Order a beret for your boy, now. He will appreciate its good looks.

39-213 Postpaid..... 39¢



Juniors' "Varsity" style skull cap of Navy Blue Wool Melton cloth. Small peak. 8-piece crown. Emblem. Sizes 6, 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 7.

39-214 Postpaid..... 59¢



Boys' assorted suiting caps in popular 8-piece crown style, similar to one shown above. Our extra low price saves you money. Unbreakable peak. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-215 Postpaid..... 39¢



A fine quality Tweed cap in smart 1-piece crown style. Assorted patterns similar to above, in Blue-Grey or Brown. Nicely lined. State color. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-216 Postpaid..... 75¢



This dressy, light weight Flannel cap is one of the smartest you'll see this season. Neat flecked pattern in choice of Fawn or Grey shades. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-217 Postpaid..... 59¢



Save on this neat-looking boys' cap in well-liked 1-piece crown style. Choice of Brown or Grey shades. Unbreakable peak. Nicely lined. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-218 Postpaid..... 45¢



Small checks are featured in this good quality Tweed cap. 8-piece crown style in choice of Grey or Fawn shades. State color desired. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-219 Postpaid..... 69¢



Boys' Grey or Brown Tweed cap in serviceable assorted herringbone patterns similar to above. Unbreakable peak. Nicely lined. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-220 Postpaid..... 47¢



Our finest quality and smartest Tweed cap for boys. In favorite 8-piece crown style. Unbreakable peak. In Blue-Grey or Fawn shades. Sizes 6½, 6¾, 6⅝, 6⅞, 6⅞, 6⅞, 6⅞, 7.

39-221 Postpaid..... 79¢

Choice 2 Colors

59¢

Navy or Cadet Blue are the two serviceable colors featured in this serviceable Cotton work shirt for boys. Main seams are triple-stitched to ensure longer wear. Full-cut sizes.

Neck sizes 12 to 14½.

39-206 Postpaid..... 59¢

Strong Drill

69¢

One of our most popular work shirts for the younger workman. Produced from sturdy Drill in Navy, Wine or Brown. Full roomy sizes. Triple-stitched seams.

Neck sizes 12 to 14½.

39-207 Postpaid..... 69¢

Zipper Front

69¢

Youths' Navy Blue Cotton work shirt in an exceptionally long-wearing quality. "Tops" for value and service. In full-cut sizes. Zipper closing at neck. Two pockets.

Neck sizes 12 to 14½.

39-208 Postpaid..... 69¢



SIMPSON'S LOW CASH PRICES × 121

SIMPSON'S NEW "IRON-ACE" WORK PANTS

Bring You These Revolutionary Features for Better Fit and Longer Wear



Choice of
Regular
or
Stout
Sizes

Strong Cotton Check Worsted
For Work or Dress Wear

★ Made of Tightly Woven Yarns
★ Choice of Navy, Brown or Grey
★ Smart New Overcheck Pattern
A real money-saver because you can wear it longer and oftener than an ordinary pant. High quality, long-wearing Cotton—every square inch packed with stamina. This strength, plus refined dressy designing makes this a SIMPSON SPECIAL worthy of every man's attention. 5 deep pockets. State color.
All inseam leg lengths 29 to 34.
35-114 Regular Sizes 30 to 44..... 1.99
35-115 Stout Sizes 46, 48, 50..... 2.50

**SIMPSON
SPECIAL
1.99**



Army Shank Buttons
Irish Linen Thread



Strong Marine Drill
Reinforced Pockets

Men! We've lifted work pants out of the ordinary class. We've constructed them to give you extra seat room, higher waist rise, deeper pockets—strong enough to carry nails—buttons to stay put, pocket wells that will not tear, nor fray. Order any IRON ACE pant on this page with confidence. Pay no more—get Better Fit and Longer Wear at Simpson's lower prices.



Non-Rip, Non-Fray
Pocket Facings



Extra Crotch Comfort
Higher Waist Rise



The Four Work Pants Shown Above Are Sold in Either Regular or Stout Sizes

An All-Wool Tweed in choice Dark Grey or Dark Brown. Plain, hard-wearing weave. All Leg Lengths 29 to 34.
35-116 Regular Waist 30 to 44.
Postpaid, pair... 2.95
35-117 Stout Waist 46, 48, 50.
Postpaid, pair... 3.50

Long-wearing, Dark Grey Cotton Worsted pants. Tested and proved to withstand wear. All Leg Lengths 29 to 34.
35-118 Regular Waist 30 to 44.
Postpaid, pair... 1.95
35-119 Stout Waist 46, 48, 50.
Postpaid, pair... 2.49

Heavy check Grey Moleskin in neat overcheck pattern. Extra heavy quality. 5 pockets. All Leg Lengths 29 to 34.
35-120 Regular Waist 30 to 44.
Postpaid, pair... 2.25
35-121 Stout Waist 46, 48, 50.
Postpaid, pair... 2.75

Tightly woven, strain-defying heavy Dark Grey or Navy Blue Cotton Worsted pants. All Leg Lengths 29 to 34.
35-122 Regular Waist 30 to 44.
Postpaid, pair... 2.25
35-123 Stout Waist 46, 48, 50.
Postpaid, pair... 2.75



Work pant champion. Fine Bedford Cord. Constructed in tightly woven pliable close-set weave—suitable for all work. Colors—Navy or Med. Grey. Regular Waist Sizes 30 to 44. Inseam Leg Lengths 29 to 34.
35-124 Postpaid, pair. 2.35

Rugged Grey Moleskin—well-known for its ruggedness. With double fronts and 5 Leather-trimmed pockets. Fleece-back finish. Regular Waist 30 to 44. Inseam Lengths 29 to 34.
35-125 Postpaid, pr. 2.25

Fine striped Cotton Worsted—an old favorite with workmen who know the extraordinary hard-wearing service this fabric gives. Full-cut sizes. 5 deep pockets. Choice of Navy Blue or Brown. Regular Waist 30 to 44. Inseam Lengths 29 to 34.
35-126 Postpaid, pr. 1.89

Sanforized—shrunk Cotton Worsted work pants. Dark Herringbone pattern. You can wash them—they won't shrink out of fit. With 5 deep pockets. Choice of Dark Brown or Dark Grey. State color when ordering. Regular Waist 30 to 44. Inseam Lengths 29 to 34.
35-127 Postpaid, pr. 1.99

Our lowest-priced work pant. Sturdy Dark Grey Cotton Worsted. In weight and wear they're far superior to any others at the money. No skimping—every pant cut full and roomy for extra comfort and longer wear. Regular Waist 30 to 44. Inseam Lengths 29 to 34.
35-128 Postpaid, pr. 1.79

Simpson's Navy Blue Union Cheviot Serge pant is always popular—with the added features above—will be more in demand than ever! Here's dependable all-around service at a low money-saving price. 5 extra deep pockets. Order now. Regular Waist Sizes 30 to 44. Inseam Leg Lengths 29 to 34.
35-129 Postpaid, pair. 1.95

122 × BUY SIMPSON'S QUALITY

Simpson's

**TESTED
QUALITY**

**OVERALLS AT LOWEST
CASH PRICE**

Greatest Values in Our History!

**RUGGED
OVERALL
PANTS**

**100
—
PAIR**



**8-oz
SANFORIZED
EXPRESS
STRIPE
DENIM**

**OVERALLS
AND COATS**

**59
—
EACH**



**WHITE-BACK
BLUE DENIM**



**SANFORIZED
8oz. SHRUNK**

**Both of These Overalls
Have the Following Features—**

- Heavy 8-oz. Sanforized-Shrunk Denims
- Full-Cut. Will Not Shrink Out of Fit
- Non-Rip, Triple-Stitched Seams
- Strongly Bar-Tacked Strain Points
- Rustproof Buttons and Buckles
- IRON-JAW Tested for Extra Wear

8-Oz. Express Stripe Denim

This wear-tested overall makes a big hit with Farmers, Dairymen, Truck Drivers all over Canada. Neat-looking, Blue-and-White Express stripe, woven-through pattern. Has all the features listed above. High-back style with specially designed bib. 9 extra large pockets and handy hammer strap. Adjustable braces.

35-132 OVERALLS—Waist 34 to 48.

Inseam 30, 32, 34. Postpaid, each. 1.59

35-133 COATS to match with 4 pockets.

Chest 36 to 48. Postpaid, each... 1.59

8-Oz. Blue White-Back Denim

Time-tested quality through and through. Same 6-star features as listed above. High-back style. Extra large bib. 9 roomy pockets and hammer strap. Adjustable suspenders.

35-134 OVERALLS—Waist 34 to 48.

Inseam 30, 32, 34. Postpaid, each. 1.59

35-135 COATS to match with 4 pockets.

Chest 36 to 48. Postpaid, each... 1.59

Miles Ahead in Everything that Counts!

- 12 Copper Riveted Reinforcements
- Higher Rise Yoke Back with Strap
- Strong Triple-Stitched Main Seams

35-130 2-45 weight Blue White-back Denim overall pants for men who don't need the heavier weight of the Sanforized one below. 5 deep pockets. **Waist 32 to 42. Inseam 30, 32, 34. Postpaid... 1.00**

35-131 Sanforized-shrunk, extra heavy 2-20 Blue White-Back Denim pants with all the features and sizes listed above. **Postpaid 1.29**

**9-oz.
SANFORIZED
SHRUNK**



Simpson's Finest

**Extra Heavy 9-Oz. Sanforized
Blue White-Back Denim**

**195
—
EACH**

The strongest—longest-wearing overall you can buy. Built to withstand the hardest wear. Full-cut sizes. Sanforized—will not shrink out of fit. **OVERALLS** in high-back style. Extra large zipper safety pocket. (See inset.) 9 extra-sized heavy drill pockets and hammer strap. Triple-stitched seams. **Waist 34 to 48. Inseam 30, 32, 34. 35-136 Postpaid... 1.95**
COATS to match have 4 pockets, one with button-flap. **Chest 36 to 48. 35-137 Postpaid... 1.95**

Sanforized Coveralls

**298
—
EACH**

—They'll stay your size
—washing after washing!
Choice of 2 hard-wearing Sanforized materials—**Dark Grey Cotton Covert** or 2-40 weight **Blue White-Back Denim**. Full-cut, generously proportioned sizes. Full-opening, concealed, rustproof zipper front. Easy to slip on and off. Rip-proof seams. 5 large pockets. Big Simpson value. **Chest sizes—36 to 46. Leg Inseams—30, 32, 34.**

35-138 Grey Cotton Covert.

35-139 Blue White-back Denim.

Each... 2.98

Priced Extra Low

**139
—
EACH**

Simpson's **IRON ACE** overall is the choice of thousands of Canadian workmen. It's the best you can buy for the money. Full 2-20 weight, **Blue White-Back Denim**. Cut full and roomy. **OVERALLS** in high-back style. Triple-stitched, 2-seam legs. Rust-proof riveted buttons. 8 roomy pockets and hammer strap. **Waist 34 to 48. Inseam 30, 32, 34. 35-140 Postpaid... 1.39**
COATS to match have 4 pockets, one with button-flap. **Chest 36 to 48. 35-141 Postpaid... 1.39**

**CHOICE 3 MATERIALS
IN THE NEW
"JIFFY" [REG'D 1938]
OVERALL**



Exclusive by Mail Order at SIMPSON'S

The new "JIFFY" overall is the fastest overall there is to step in and out of. Revolutionary improvements for extra safety. Note—**TALL, MEDIUM or SHORT** men receive overalls that fit comfortably. New concealed zipper front. No buttons. Jacket to match has raglan shoulders. Snap-button front. Side pockets. **Waist 34 to 46. Leg Inseam 30, 32, 34.**

Jacket Chest sizes 36 to 46.

Choice of These 3 Wear-tested Materials—

(A) 35-142 Overall of 2-20 weight, san-

forized Blue White-Back Denim. 2.45

35-143 Jacket to match... 1.85

(B) 35-144 Overall of 2-20 Sanforized

Blue-and-White stripe Denim... 2.75

35-145 Jacket to match... 2.25

(C) 35-146 Overall of 8-Oz. Sanforized

Forest Green Covert Cloth... 2.95

35-147 Jacket to match... 2.50

× 123

Thousands of Satisfied Customers Prove SIMPSON'S FIT YOU *Perfectly* AT NO EXTRA COST



Skilled Tailors Make All Necessary Alterations Without Cost to You. If You're Hard to Fit We'll Tailor the Suit You Select to Your Measure at NO EXTRA CHARGE!

Regardless of your age, size or build, any suit or topcoat you select on pages 125 and 126 will be tailored to fit you perfectly. (For Youths and Boys, see pages 127 and 132.) Fill in the special Order Blank below. Your measurements will be carefully checked and if our skilled fitter decides that you cannot be perfectly fitted unless a garment is made specially to your measurements—the suit or topcoat you select will be individually tailored at **NO EXTRA CHARGE**—and mailed within 10 days after Order is received.

All Suits and Topcoats are mailed from our modern Tailoring Shop in Toronto. Send orders to your nearest Simpson's Mail Order branch and your Suit or Coat order will be rushed to Toronto and filled from there. **WE PAY POSTAGE CHARGES.**

Write for actual fabric samples on pages 125, 126 and 127. They will help you in your choice, for even the best printing cannot portray the full beauty of the weave, color and quality of our fabrics.

MEN'S AND YOUTHS' MEASUREMENT ORDER BLANK

Fill this in Completely for Men's and Youths' Suits Only on Pages 125, 126, 127, and 132

Simpson's

Give all measurements asked for and mail it together with our regular Order Form. If you are ordering on 4 Months Budget Club Plan, enclose this Chart with completed Budget Club Order Form.

Catalogue Number

Date.....

PLEASE PRINT PLAINLY—DO NOT WRITE

Name.....

Rural Route.....P.O. Box.....Street and No.....

Post Office.....

County.....Province.....

BE SURE TO FILL THIS IN COMPLETELY—BE ACCURATE—DON'T GUESS WEIGHT AND HEIGHT

| HEIGHT | WEIGHT | AGE | Mark X—Do You Want Coat | State Any Difficulty You Ordinarily Have |
|------------------|-----------|-----------|---------------------------|--|
|Ft.....Ins. |Lbs. |Yrs. | Snug....Easy....Loose.... | In Getting a Satisfactory Fit..... |

Don't make allowances. Follow instructions given below and fill in each space left for your individual measurements. Do not attempt to take your own measurements, but have some one else take them for you. Give exact sizes—and if you do, we'll guarantee a perfect fit.



CHEST.....Ins.
Measure chest over vest as shown. Be sure tape is well up under arms and over shoulder blades at back.

WAIST.....Ins.
Measure natural waistline, over vest—well above hip bones. Hold tape snug.



INSEAM.....Ins.
Measure from snug up in crotch, down the inseam to top of shoe heel. Keep knee straight.

OUTSEAM.....Ins.
Measure from top of waistline down outer seam of trousers to top of shoe heel.



WAIST.....Ins.
Remove vest and belt. Measure around waistline over trousers well above hip bones. Hold tape snug, but not tight.

SEAT.....Ins.
Empty pockets. Measure around fullest part of seat, as shown. Keep feet together.



COAT LENGTH.....Ins.
Turn collar up. Measure from collar seam (below collar) to actual length required.

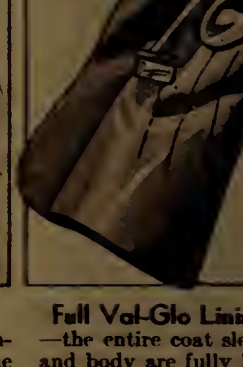
BACK WIDTH.....Ins.
Raise arm, as shown. Measure from centre seam straight across to sleeve seam.



SLEEVE LENGTH.....Ins.
Take off your coat. Lay it flat on a table. Measure length of underarm seam as shown above. This is an important measurement—Please take it carefully.



BACK WIDTH.....Ins.
Raise arm, as shown. Measure from centre seam straight across to sleeve seam.



SLEEVE LENGTH.....Ins.
Take off your coat. Lay it flat on a table. Measure length of underarm seam as shown above. This is an important measurement—Please take it carefully.



Zipper Closures
—are designed for neater appearance and are superior to buttons on the fly front. All suits on pages 125, 126, 127 have this added refinement.



Width of Cuffs
—present style demands 20-inch cuffs for regular men—varying up to 22 inches for tall men. Notice a few exceptions.

USE SIMPSON'S
Budget Club

4 MONTHS PLAN

Enjoy a new suit, NOW—pay for it by the month. For complete details, table of terms—see page 210 at back of book.

ENCIRCLE FIGURE BELOW NEAREST YOURS, ALSO SHOULDERS



REGULAR FIGURE EXTRA ERECT

FLAT CHEST ROUND SHOULDERS

STOUT FIGURE

SLOPING SHOULDERS

REGULAR SHOULDERS

SQUARE SHOULDERS

SIMPSON'S FIT ALL MEN



SHORT STOUT AVERAGE TALL

Description of Fabrics on Opposite Page

From every angle these fine British Worsteds are truly outstanding. Usually such fine quality suitings are found only in higher-priced models. All are tightly-woven—smooth-finished in a fine, almost invisible, herringbone with a subdued stripe pattern.

From the Forest come these new masculine shades for Spring. We'll gladly send you actual samples of these fabrics.

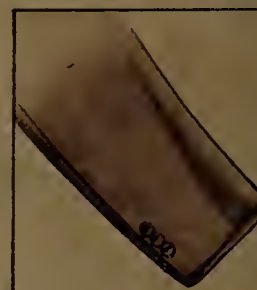
(A)—DARK BROWN borrows its color from the richly blended coats of the Forest giants. Much in demand—a color every man can wear to look his best in.

(B)—BALSAM GREEN is a true masculine shade and is receiving tremendous demand the World over. Inspired by the King of the Forest.

(C)—BROOK BLUE reflects the demand for a new shade of Blue that is both refreshing and complimentary. Can be worn by men of any complexion—goes perfectly with most accessories.

(D)—ROCK GREY—so deep, soft-shadowed, soothing and unobtrusive—this true masculine color is becoming to men of all walks of life. The more conservative you are—the more you'll like our New Rock Grey.

All of the fine, high-grade construction features listed below are incorporated in the suits on pages 125 and 126.



Open Vent Sleeve
—a custom tailored style-note that enhances the appearance of the sleeve. Sleeve seams are moved a little more to the front than previously.



Double Jetted Pockets
—a fine detail that adds to the neat appearance of your suit. Permits pocket flaps to be worn in or out without any bulkiness.



All Hymo Fronts
—developed after extensive experiments. The full Hymo canvas front means that the coat will retain its original lines and shape much longer.



Full Val-Glo Linings
—the entire coat sleeves and body are fully lined with guaranteed Val-Glo (2-season) lining. This means longer wear and greater satisfaction.

Exclusive MOTHGUARD Feature

All Suits shown on Pages 125, 126 and 127 carry Simpson's exclusive new MOTHGUARD Certificate guaranteeing immunity to damage by moths.

FOR YOUR PROTECTION



We'll gladly send you samples of these Quality Fabrics on request. Fully described on opposite page.

(A)

(B)

(C)

(D)

YOUR CHOICE
18⁹⁵

Dignity and Richness Are the Keynotes of These Fine All-Wool Worsteds

Select Your Pattern . . . Choose Your Style
. . . And We Will Fit You Perfectly

Simpson's lift Spring fashions for men to new heights with the finest array of All-Wool Worsteds in our history. They're photographed on actual living models above. From every angle they are outstanding value. Smooth-textured, hard-finished in a fine subdued herringbone weave with attractive spaced stripe. Resilient—non-wrinkling quality—the kind that holds a press longer. Construction details include full Hymo canvas fronts. Lustrous Val-Glo lined body and sleeves. New slightly wider British blade back. Zipper fly closures.

35-100 (Suit shown above, at top) Single-breasted, 2-button peak lapel model. This style is definitely in the spotlight for Spring. Regular 6-button vest. Trousers have front pleats.

35-101 (Suit shown above, in centre) Double-breasted, 6-button peak lapel model. An increasingly popular style with better-dressed men. Easy-fitting lines. Regular 6-button vest. Trousers have front pleats.

35-102 (Suit shown above, at bottom) Single-breasted, 2-button notch lapel model. A very becoming style—fashion-right for Spring. This model will also appeal to the more conservative or portly figure. Regular 6-button vest. Trousers are not pleated.

Choose any of the above 3 models and select any of the 4 popular colors—(A) Brown, (B) Green, (C) Blue, (D) Dark-Grey—and we will fit you perfectly—regardless of your height or build.

Sizes—All Sizes—See Special Order Blank on Page 124. **18.95**
Coat, Vest, 1 Trousers. Postpaid.

ARISTOCRAT

Fashion Tailored

OUR Finest QUALITY

100% Virgin Wool Worsteds

DOUBLE BREASTED

YOUR CHOICE

SINGLE BREASTED

22⁵⁰

Every phase in the making of these Fashion-Tailored suits reflects their custom quality. For men who regard quality as a tradition and usually pay \$25.—\$30.—\$35. Superb, British All-Wool Worsteds—Masterpieces of the Loom—Exclusive patterns that cannot be duplicated in lower-priced materials. Dyed-in-the-Wool yarns for finer, longer-wearing textures and richer colorings.

Both models faultlessly tailored with lustrous Val-Glo lined body and sleeves—All Hymo canvas fronts—Slightly wider British blade back—Smooth rolling lapels—Double-jetted pockets and zipper fly closures.

Sizes—All Sizes—See Page 124

★ ★ ★

Double-Breasted Model

—Becoming more popular every day—Of fine-textured, smooth yarn-dyed Worsted in a faint Herringbone weave with spaced stripe.

State color—Soft Tones of Blue, Grey or Brown.

35-103 Coat, Vest, 1 Trousers... **22.50**

Single-Breasted Model

Expertly tailored in a smart diagonal weave, yarn-dyed Worsted with faint new overcheck pattern.

State color—Rich shades of Brown, Blue or Grey.

35-104 Coat, Vest, 1 Trousers... **22.50**

From the Heart of England
COMES THE ANSWER TO THE
New Tweed Trend

All Suits and Topcoats shown on Page 125, 126 and 127 carry Simpson's exclusive, new MOTH-GUARD Certificate, guaranteeing immunity to damage by moths—This means extra wear and extra value...at no extra cost to you.
All Suits on this page have features described on page 124.

MOTHGUARD
GUARANTEED

1895

SHORT, STOUT, MEDIUM or TALL...SIMPSON'S FIT ALL MEN
in a Plan That Has Solved the Perplexing Problems of Ordering
PERFECT-FITTING SUITS AND TOPCOATS BY MAIL
AT NO EXTRA COST TO YOU...

See Page 124 for
Measuring Instructions
and Order Blank

Beautiful, smooth-finished, fine All-Wool Tweed, loomed in England by skilled craftsmen. The feature all stripes and checks are a feature all Spring. Both models on page 3-but-3-105 Single-breasted trouser-features described on page 124. 35-105 Regular and zipper closure. ton coat. Pleats and Cable stripes with front pleats and Cable stripes of Pattern in subdued shades of State Color—Blue or Brown. 8.95
Postpaid, 3-Piece Suit... 11.95
Postpaid, 3-Piece Suit... 11.95
35-106 Double-breasted trouser-features described on page 124. 35-106 Regular and zipper closure. ton coat. Pleats and zipper closure with front pleats. Medium shades of Rich color—Medium Grey, 8.95
State Color—Blue or Brown. 8.95
Postpaid, 3-Piece Suit... 11.95
Postpaid, 3-Piece Suit... 11.95

Here's extra service and satisfaction at a surprisingly low price. This smooth-surfaced, fine British Worsteds features the new Hopsack weave with a very dressy stripe pattern. Masterfully tailored in single-breasted, peak lapel model. Val-Glo lined body and sleeves. Full Hymo front. Regular vest. Trousers have zipper closure.
State Color—Dressy shades of Navy Blue or Tobacco Brown.
35-107 3-Piece Suit. 15.95
State Color—Dressy shades of Heather Brown or Dark Blue.
35-108 3-Piece Suit. 14.95

The trend towards Tweeds for Spring brings this amazing value in fine All-Wool Tweed in subdued check pattern. Combines high quality with low price. Single-breasted, notch lapel coat. Sports back, Val-Glo lined. Regular vest. Trousers have zipper front closure.
State Color—Dressy shades of Heather Brown or Dark Blue.
35-108 3-Piece Suit. 14.95

Fine quality British All-Wool Worsteds has been the inspiration for the brilliant styling and masterful tailoring of this single-breasted, peak lapel model. New herringbone pattern with faint stripe. Val-Glo lined body and sleeves. Outside ticket pocket in coat. Popular double-breasted vest is a high-style feature. Zipper closure on trousers.
State Color—Dressy shades of Royal Blue or Dark Brown.
35-109 3-Piece Suit. 17.95

Luxurious and exclusive All-Wool Gabardine. The new Chevron weave is, ultra smart for Spring. In double-breasted or single-breasted style. Val-Glo lined. Regular vest. Pleated trousers have zipper closure.
State Color—In Med. Brown, Med. Green or Royal Blue.
35-110 Double-Breasted.
35-111 Single-Breasted.
3-Piece Suit. Each... 19.95

Easily one of the most impressive topcoat materials brought out in years. Rich check pattern. All-Wool Tweed—possessing unusual draping qualities. Order it in either raglan or Cairn double-breasted fitted model. 3/4 lined with English West-Satin.
State Color—Choice of Grey or Brown.
35-112 Raglan Model.
35-113 Fitted Model. } Ea. 14.95



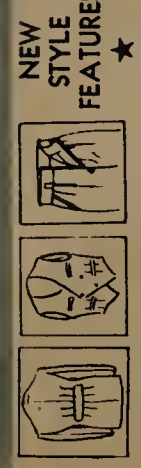


We'll
Fit You
Perfectly

... SEE PAGE 124



For
Students
AND
YOUNGER
BUSINESS MEN
14 to 20

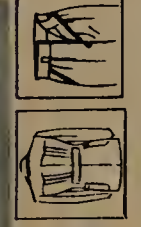


**All-Wool
Tweed**

- Sports Back
- Reversible Vest
- Celanese Lined
- Zipper Closure. Pleats

Here's the "hi-steppin'" model keen young men want—quality-made throughout. Choice of plain rich colors. Trousers have 22-inch bottoms in larger sizes.

All sizes up to 38-Inch Chest.
State Measurements, Page 124.
35-300 Medium Brown.
35-301 Medium Blue.
3-piece suit, each... 15.95

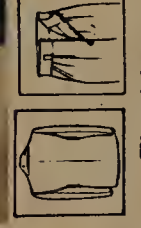


**Outstanding
Value!**

- All-Wool Tweed
- Hi-Style Sports Back
- Celanese Lined
- Zipper Closure. Pleats

It's an all-around value in everything—Looks, Style and Wear! New check pattern is picked for "tops" this Spring. Trousers have 22-inch bottoms in larger sizes.

All sizes up to 38-Inch Chest.
State Measurements, Page 124.
35-302 Evening Blue.
35-303 Chestnut Brown.
3-piece suit, each... 13.95

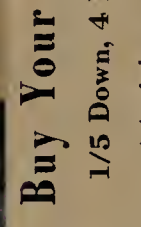


**This New 3-Button Model
Is Picked as the 1939 Style Leader**

- ★ Smooth, All-Wool Saxony Suiting
- ★ Choice of 3 Rich-Looking Colors
- ★ Celanese-Lined Body and Sleeves
- ★ Front Pleats. Zipper Closure

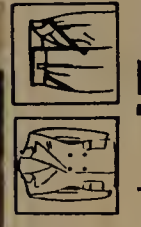
The spotlight shines brightly on this 3-button, single-breasted model. It will be the choice of thousands of young Canadians this Spring. Subdued fine Herringbone weave with overstripe pattern. It's specially suitable in this model—combining expert tailoring and durability for lasting satisfaction. The picture does not reproduce the full rich colorings these really are. Choice of—

Dark Brown, Medium Grey or Medium Blue.
All sizes up to 38-Inch Chest—see Page 124.
35-306 3-piece suit. State color. Postpaid... 15.00



Buy Your Suit on the Budget Club

1/5 Down, 4 Months to Pay Balance—See Page 210

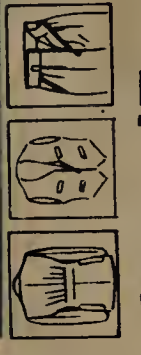


**Brilliantly Styled, All-Wool
Double-Breasted Model**

- ★ Smooth, All-Wool Saxony Suiting
- ★ Rich Colorings with Subdued Overcheck
- ★ Celanese-Lined Body and Sleeves
- ★ Front Pleats. Zipper Closure

"4 Star" rating is given this masterfully-styled, double-breasted model. The last word in younger men's fashions. Quality tailored from firmly woven, smooth-textured All-Wool Saxony suiting with subdued overcheck—a material that lends itself particularly well to semi-draped lines. Note the fine features of the sports back—the wide sweeping lapels, the wider British blade back, the trim patch pockets. Choice of—

Medium Brown or Medium Blue.
All sizes up to 38-Inch Chest—see Page 124.
35-305 3-piece suit. State color. Postpaid... 15.00

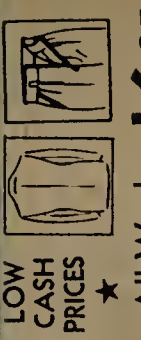


**Featuring
Zipper Vest**

- English Tweed
- Sporty New Style
- Val-Glo Lined
- Zipper Closure. Pleats

For alert style-minded young men. Smooth-finished. New basket weave. Overcheck pattern. Sports back. Zipper vest. Trousers have 22-inch bottoms.

All sizes up to 38-Inch Chest.
State Measurements, Page 124.
35-307 Deep Brown.
35-308 Deep Blue.
3-piece suit, each... 15.95



**All-Wool
Tweed**

- Subdued Cable Stripes
- Exclusive at Simpson's
- Celanese Lined
- Zipper Closure. Pleats

Smooth Saxony-finished Tweed—expertly tailored. A suit that's got the distinctive appearance of a higher-priced model. Trousers have 22-inch bottoms in larger sizes.

All sizes up to 38-Inch Chest.
State Measurements, Page 124.
Choice of—Medium Green,
Dark Brown or Dark Blue.
35-309 3-piece suit, each 16.95

Simpson's MATCHERS

Now You Can Match Up Your Own Outfit

3 WAYS TO LOOK SMART FOR SPRING

INCLUDES THE ADDED REFINEMENTS AND COMFORTS OF ZIPPER CLOSURES... AND PERMANENT CREASE.



Wear Together
or Separately

| Coat | Pants | Jacket | Breeches |
|-----------------|-----------------|-----------------|-----------------|
| | | | |
| 4 ⁹⁵ | 2 ⁹⁸ | 3 ⁹⁵ | 3 ²⁵ |

Imported Smooth, Soft, Pliable
Medium Weight Cotton Bedford Cord

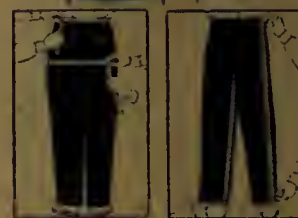
Farmers—Garage Men—Truck Drivers—Sportsmen!... These outfits suitable for sports or general hard wear. Fast colors. Beautifully tailored. Correctly styled for fit.

35-151 BUSH COAT—has full zipper front. 4 pockets Sports back. All-around belt. Navy Blue or Dk. Brown. Chest 36 to 44. Each..... 4.95

35-154 PANTS—have 3-button waistband. Button-flap front pockets. Zipper watch pocket. Cuff bottoms. Navy Blue or Dk. Brown. Waist 30 to 38. PAIR..... 2.98

35-153 JACKET—has full zipper front. Sports back. Side straps. 2-button-flap pockets. Contrasting raglan sleeves. Navy-with-Grey or Dk. Brown-with-Green. Chest 36 to 42. Each..... 3.95

35-152 BREECHES—have Officers' peg top styling. Button-flap front pockets. Double duty knees. Navy Blue or Dark Brown. Waist 30 to 42. Each..... 3.25



How to Measure

FOR WAIST — Measure around waistline over trousers, well above hip bones. Hold tape snug, but not tight.
FOR INSEAM — Measure from snug up in crotch down to top of shoe heel.
FOR OUTSEAM — Measure from top of waistline down the outer seam of trousers to top of your shoe heel.
FOR SEAT — Empty pockets and measure around fullest part of seat.

Simpson's quality slacks satisfy men's desire for STYLE, COMFORT and WEARING LUXURY. They're styled with the same features only to be found in expensive trousers. Expertly designed from smooth-draping, All-Wool Tweeds. Beautiful hard-wearing trimmings and pockets. Front pleats. Permanent crease. 21-inch bottoms. Rich new shades in Greens, Browns, Blue-Greys and Grey.

Sizes—All sizes—Give Waist, Seat, Inseam and Outseam Measurements.

Handsome - looking checks in All-Wool Tweeds. 5 pockets. State color.

3⁵⁰

Med. Brown or Med. Grey.
35-148 Postpaid..... 3.50

Decidedly popular smaller check pattern All-Wool Tweed. Tab waistband. 5 pockets.

3⁷⁵

Med. Green or Med. Brown.
35-149 Postpaid..... 3.75

Ultra smart Cable stripe design. Leather belt included. Drop loops. 5 pockets.

3⁹⁵

Green, Nut-Brown or Grey.
35-150 Postpaid..... 3.95

SIMPSON'S Will Fit You Perfectly

If You Will Send Us These 4 Measurements, WAIST, SEAT, INSEAM and OUTSEAM. Follow Our Simple Instructions on How to Measure Correctly →



Zipper
Front
Closure



"Sailor" style trousers of 2-20 weight, deep Blue White-back Denim. Featuring double-stitched, 2-seam legs. Wide 24-inch bottoms. Adjustable back lacing. 5 roomy pockets. Low Simpson money-saving price. Order a pair, now. Sizes—all sizes—see above.
35-155 Postpaid.... 1.49

1⁴⁹

For men who want the best slack at a moderate price. Tailored from a fine All-Wool Tweed in a new subdued herringbone pattern. Leather belt included. Rich shades of—Med. Brown, Grey-Green. Sizes—all sizes—see above.
35-156 Postpaid... 4.50

4⁵⁰

Simpson's "Campus" model. No braces — no belt required. Simply adjust double 3-button extension waistband to your own fit. Not a freakish style — but very practical. Of fine English Wool-and-Cotton Tweed in new Glen check. Med. Brown or Med. Grey. Sizes—all sizes—see above.
35-157 Postpaid... 3.98

3⁹⁸

Very distinctively styled, this slack is destined to be a great favorite. Tailored from All-Wool Tweeds with all the qualities that mean long wear, good looks and style. Secret inside zipper pocket. Zipper closure. 21-inch bottoms. Pleats. Brown, Green or Grey. Sizes—all sizes—see above.
35-158 Postpaid... 3.95

3⁹⁵

Canada's No. 1 champion! Our lowest-priced All-Wool slack in a very smart new Spring style. It's the finest value in years. Quality tailored throughout. New small check pattern. Front pleats. 21-inch bottoms. Choice of—Blue-Grey or Med. Brown. Sizes—all sizes—see above.
35-159 Postpaid... 2.95

2⁹⁵

Popular for younger men. Serviceable. Sporty. Of 8-oz. Black Denim. Wide waistband. Fancy front pockets—one with zipper fastener. 22-inch bottoms. Sizes—all sizes—see above.
35-160 Postpaid..... 1.59
Men's heavy Black Cotton Moleskin trousers in above style. 24-inch bottoms.
35-161 Postpaid..... 1.95

1⁵⁹

128 × BUY SIMPSON'S QUALITY



THE WEATHER
Clear and cool — followed
by showers.

**4 GOOD REASONS
TO STAY OUT
IN THE RAIN**

New "Coacher" style—looks like a topcoat with its wide lapels and sweeping skirt, yet gives absolute protection against wind and rain. Smooth Cotton herringbone Tweed, rubberized to a colorful plaid Cotton lining. Expertly tailored. Wide raglan shoulders. 2-way storm collar. Taped and cemented shoulder seams. Pockets open through to inside. Double-breasted. Belt.
6.95
35-171 Med. Grey. } Each
35-172 Med. Brown. } 6.95

Here is the finest Trench coat we've ever sold! Material, Tailoring, Finish and Style—all shout "QUALITY". Note the wide lapels and sweeping lines. Of fine Cotton Twill Gabardine, rubberized to a plaid Cotton lining. Wide shoulders have taped leakproof seams. Pockets open to inside. Epaulets. Genuine Leather buttons. Belt. Adjustable sleeve straps.
6.95
35-173 Deep Navy Blue. } Each
35-174 Medium Fawn. } 6.95

HOW TO MEASURE
Remove suit coat, place tape measure snug around chest, close-up under arms. Make no allowances. Also send us Height and Weight.

Simpson's
"Weather Wizard" **7.95**
Two-Way Reversible Coat
Actually Two Coats in One
—This means double wear—double value! Takes but a minute to transform this coat from a handsome Tweed topcoat into a stylish Trench coat. It's practical, too. You have extra protection of double-cloth, plus the waterproof, windproof qualities of rubber. Fine Cotton Tweed, rubberized to a fine Cotton Gabardine. Note the sweeping skirt and wide lapels. All-around belt. Deep slash pockets open through to inside. It's the tops!
Sizes—all sizes—see below.
Med. Grey (reverses to Navy).
Med. Brown (reverses to Fawn).
35-175 Postpaid.... 7.95

The English "Galecoat"
Was 8.95 Last Spring **6.95**
Now—bigger value than ever!
One of the most popular raincoat styles you can buy. Men everywhere wear it constantly—in fair weather or foul. Tailored by one of England's foremost raincoat makers. Of fine smooth quality Cotton Gabardine in practical Fawn shade. Specially Cravenette-processed to make it weatherproof. Double cloth all the way through for double protection. Length about 47 inches. Order yours, here—and save!
Chest sizes 36 to 44.
35-176 Postpaid..... 6.95



All Jackets Shown on this Page Feature the Added Refinement of Full Zipper Closure

(B) Here's the smartest Gabardine jacket for Spring. Cravenette-weatherproofed, fine Cotton Gabardine in a superior quality. Usually sells at a higher price. Choice of **Alr Force Blue**, **Med. Green** or **Med. Fawn**.
Chest 36 to 46.
35-178 Postpaid..... 3.95

(C) Men's All-Wool Blanket Cloth jacket in a fine, long-wearing quality. Ideal for Spring wear. Expertly tailored in popular style. Adjustable cuffs and waistband.
Chest 36 to 44.
35-162 Royal Blue. } Each
35-163 Dark Wine. } 4.50

(D) This new style jacket promises to be our biggest seller for Spring. Colorful bright plaids in Corduroy at front and back, with Black All-Wool Melton sleeves and trimmings.
Chest 36 to 42.
35-164 Blue Plaid. } Each
35-165 Orange Plaid. } 4.99



(A) Good looks and remarkably long service are assured in this low-priced jacket. **Medium Grey** Cotton Tweed front and back with **Navy Blue** Cotton Gabardine sleeves and trimmings. Waterproofed. Raincoat construction throughout.
35-177 Chest 36 to 44. Postpaid..... 2.95

(E) One of our most popular men's Jackets. Of smooth, All-Wool Melton. A casual, highly tailored style. A favorite for wear and smart appearance.
Chest 36 to 44.
35-166 Navy Blue. } Postpaid,
35-167 Dark Wine. } Each..... 4.50

(F) Keeping pace with last-minute jacket styles for Spring—this model is designed in the new collarless style. Tailored from superior quality Cotton Doeskin cloth. Note the trim lines and beautiful combination of colors. Chest 36 to 42.
35-168 Navy-with-Grey. } Postpaid,
35-169 Maroon-with-Grey. } Each.... 2.98

(G) Men will appreciate the extra value in this expertly styled English Gabardine jacket. It's weatherproofed by the Cravenette process. The **Fawn** body with contrasting **Navy Blue** sleeves and trimmings adds smartness to this fine all-purpose jacket.
35-170 Chest 36 to 44. Each. 4.50

MATES MATCHED PANTS AND SHIRTS

SHIRT
AND
PANT

3.25

SHIRT
AND
PANT

2.95

Truck drivers, service men, farmers, engineers, mechanics wear these matched shirt and pant sets. They'll stand the toughest wear, yet continue to look neat and trim. Choice of 2 rugged materials.

SHIRTS have—• Triple-Stitched Main Seams • Strainproof Yoke • Elbow-Action Sleeves • 2 Large Flap Pockets • Unbreakable Buttons • Tailored Pockets • Coat Style. Neck 14½ to 17.

PANTS have—• Heavy Quality Pocketing • Non-Rip Facings • Roomy Pockets and Belt Loops • Full-Cut Sizes. Waist 30 to 42. Inseam 29 to 33.

Forest Green or Dark Grey Sanforized Covert Cloth. Will not shrink out of fit.

35-187 Shirt and Pant..... 3.25
35-185 Shirt only..... 1.49
35-186 Pant only..... 1.95

Vat-Dyed Sand or Sable Heavy Jean Twill Cotton.

Fast color, will not fade.
35-190 Shirt and Pant..... 2.95
35-188 Shirt only..... 1.35
35-189 Pant only..... 1.69

"Matchers" MAKE UP YOUR OWN OUTFIT



BUY
TOGETHER
OR
SEPARATELY

Vest Breeches Jacket Pants

| | | | |
|------|------|------|------|
| | | | |
| 2.98 | 3.25 | 3.98 | 2.98 |

Best Quality Cavalry Twill
in Dark Brown or Navy Blue

Sanforized-Shrunk—for permanent fit. Medium weight, closely-woven Cotton Twill Cord in fine herringbone weave. Extra long-wearing good-looking Vest, Breeches, Jackets and Pants. Match them up to suit your own particular need—
35-193 **VEST**—has full zipper front. 2 pockets. Chest 36 to 46. Each... 2.98
35-194 **BREECHES**—with double inside facings. Waist 30 to 42. Inseam 25 or 27 ins. Pair..... 3.25
35-191 **JACKET**—has full zipper front. 2 button-flap pockets. Sports back. Chest 36 to 46. Each..... 3.98
35-192 **PANTS**—have 5 roomy pockets. Cuff bottoms. Waist 30 to 44. Inseam 29 to 34. Pair..... 2.98

Now Simpson's Breeches for Men Come in Two Lengths
Note Sizes Listed Below for Regular and Tall Figures
WAIST—Measure around waist over trousers like a belt. Pull tape measure as snug as you want breeches to fit.
INSEAM—If your trouser inseam is 28 to 30 inches—order 25-inch Breech inseam. If your trouser inseam is 31 to 34—order 27-inch Breech inseam.

| WAIST | 30 | 32 | 34 | 36 | 38 | 40 | 42 ins. |
|----------------|----|----|----|----|----|----|---------|
| Regular INSEAM | 25 | 25 | 25 | 25 | 25 | 25 | 25 ins. |
| Tall INSEAM | 27 | 27 | 27 | 27 | 27 | 27 | 27 ins. |

Fine English Gabardine

Showerproofed Dark Fawn Cotton Gabardine breeches. Will take the hardest wear. Stylish Officers' "peg" style—high quality throughout. Double knees. Button up or down flap pockets. Waist 30 to 42. Inseam 25 or 27 ins. 35-195 Postpaid, pair..... 3.75

2.95

Pre-Shrunk Army Drill

The best breech value for the money. Super quality, pre-shrunk, Army Drill in a smooth-finished close weave. Practical Putty colored—and showerproofed! Button up or down flap front pockets. A big favorite! Waist 30 to 42. Inseam 25 or 27 ins. 35-196 Postpaid, pair..... 2.95

1.98

These 4 Pants
Sold in Either
REGULAR or
STOUT Sizes



For dress or work—these trousers will give excellent wear. Of "Old Country" smooth Wool-and-Cotton Tweeds in neat hairline pattern. State color. Hard-to-soil dark shades in Dark Brown, Navy Blue, Dark Grey. Waist 30 to 46. Leg 29 to 34. 35-179 Postpaid, pair..... 2.59

2.59

Men! Here's our finest dress pant of pure Botany Wool Serge—made from smooth, clean-finished yarns. A trouser for men who want the best. Expertly tailored throughout in conservative style. Choice of—

5.00

Navy Blue or Oxford Grey.
35-180 Regular Waist 32 to 44. Pair..... 5.00
35-181 Stout Waist 46 to 50. Pair..... 5.75
All Leg Lengths 29 to 34.

Men's All-Year 'Round Favorites!

- Choice of 3 Practical Colors
- Neat Hairline Stripe Patterns
- Closely-Woven, Wool-and-Cotton Tweed

These are the most popular of our combined dress and work trousers. From coast to coast they have the best reputation for appearance and long-wearing service for the money. Strongly tailored throughout in conservative style. Choice of colors—Dark Brown, Navy Blue, or Dark Grey.

35-182 Regular Waist sizes 30 to 44. Pair..... 2.95
35-183 Stout Waist sizes 46 to 50. Pair..... 3.45
All Leg Lengths 29 to 34.

2.95
Pair

Heavy Cotton Whipcord

The quality features of these breeches, plus the low price—make them outstanding value. Of heavy Cotton Whipcord in full-cut, roomy sizes. Large double-cloth knees and seat. 5 pockets. State color. Choice of Med. Grey or Navy Blue. Waist 30 to 42. Inseam 25 or 27 ins. 35-184 Postpaid, pair..... 1.98



JACKET
2.95
LONGERS
1.69



First for value! First for neat appearance and long wear. Serviceable heavy Cotton Twist Worsted outfit in **Dark Brown** with neat over-check pattern. **JACKET** is Cotton Doeskin lined. Full zipper front. Sports back. 38-310 Pstpd. 2.95 **LONGERS** to match in regular style. **Ages 8 to 18 years.** 38-311 Pstpd. 1.69

The All-Canadian Gridiron Jacket Slick as a 90-yard run — flashy as a long forward pass. Priced so low every young fellow can own one. Heavy Cotton Doeskin Suede cloth. Choice of two-tone colors—**Royal Blue-Grey. Maroon-Grey.** **Ages 8 to 18 years.** 38R312.....1.00



SOLD ONLY IF INCLUDED
100
IN ORDER OF
1500
OR OVER



An exceptionally low price for an All-Wool Blanket cloth jacket. **3.79** All year-round favorite—finely tailored. Full zipper front. Sports back. Colors—**Royal Blue or Dark Wine.** **Ages 8 to 18 years.** 38-313 Postpaid..... 3.79

Very sporty—yet, practical English Cravenette - showerproofed jacket. Of fine Cotton Gabardine in beautiful looking, long-wearing quality. **Fawn-with-Navy.** Zipper front. Sports back. **Ages 8 to 18 years.** 38-314 Postpaid..... 2.99

Here's quality at a low price. Boys' smooth, sturdy All-Wool Melton cloth jacket. Superbly tailored in neat-fitting style with zipper front and sports back. **Ages 8 to 18 years.** **Navy Blue or Maroon.** 38-315 Postpaid..... 3.79



Lined shorts. Wool - and - Cotton **Navy Blue** Cheviot; **Grey** or **Brown** herringbone Tweed. **Ages 4 to 12.** 38-318 Pstpd. 69¢

Good quality, Sanforized Cotton **Tweed** shorts. Lastex back. Lined. **Ages 4 to 12 yrs.** **Med. Brown or Blue.** 38-319 Postpaid. 89¢

Better quality, Wool - Cotton **Tweed** shorts. Lastex at sides. Buckle. Lined. **Ages 6 to 12 yrs.** **Med. Brown or Grey.** 38-320 Postpaid. 99¢

Best quality, All-Wool **Tweed** shorts in checks. Lastex at sides. Buckle. Lined. **6 to 12.** **Brown or Blue-Grey.** 38-321 Postpaid 1.25



Extra low price. Just right for everyday wear. Cotton Doeskin cloth jacket in roomy full-cut sizes. Colors—**Navy Blue or Maroon.** **Ages 6 to 18.** 38-316 Postpaid..... 1.49

Sporty heavy Cotton Doeskin cloth jacket. Nicely tailored. Contrasting colors — **Navy-with-Grey or Maroon-with-Grey.** **Ages 6 to 18 years.** 38-317 Postpaid..... 1.98



Sanforized-Shrunk—Will Not Shrink! Choice of **Fawn, Blue or Grey** Whipcords you can wash with assurance that they will not shrink out of fit. Well made throughout in one of the latest styles with safety zipper pocket and extra knife pocket. Double knees for added wear. **Ages 6 to 16 years.** (See how to measure below). **59** 38-322 Dk. Fawn. 38-323 Med. Blue. 38-324 Dark Grey.. **PAIR**



Long-wearing, Wool-and-Cotton **Tweed.** Double knees, seat. Lined. Zipper pocket. **Ages 6 to 16 years.** **Brown or Grey Tweed or Navy Blue Cheviot.** 38-325 Postpaid, pair..... 1.69

Money-saving value! Popular golf knickers. Long-wearing Wool-and-Cotton **Tweeds.** Lined. Strap and buckle at knees. **6 to 16 years.** **Brown or Grey Check Tweed or Navy Blue Cheviot.** 38-326 Postpaid, pair..... 1.49



Simpson's finest 2-in-1 topcoat. Reversible and waterproof. Soft draping Cotton **Tweed**, vulcanized to a Gabardine Trench coating. **Two** thicknesses of cloth between you and the weather. 38-327 **Grey-with-Navy.** 38-328 **Brown-with-Fawn.** **Ages 8 to 18 years.** 5.95

Just like our finest men's Trench Coat. Waterproof. Of fine Cotton Gabardine, vulcanized to a colorful **Plaid** Cotton lining. Genuine Leather buttons. Raglan shoulders. All-around belt, buckle. **Navy Blue or Fawn.** 38-329 **Ages 6 to 10 years.** 3.95 38-330 **Ages 12 to 18 yrs.** 4.95

A very handsome topcoat—looks like a fine **Tweed**—yet, it's absolutely rainproof. The Cotton **Tweed** is vulcanized to an attractive cotton **Plaid** lining. Raglan style. All-around belt. **Med. Grey or Fawn.** 38-331 **Ages 6 to 10 years.** 3.95 38-332 **Ages 12 to 18 yrs.** 4.95

For Boys' Jackets and Coats—Measure Chest—Compare with Chart—and Order the Nearest Age Size, Please.

| IF CHEST MEASURES | 24 | 25½ | 27 | 28½ | 30½ | 32 | 34 |
|-------------------|----|-----|----|-----|-----|----|----|
| ORDER AGE SIZE | 6 | 8 | 10 | 12 | 14 | 16 | 18 |

Don't Guess Boys' Sizes on Shorts and Breeches. Full Instructions on How to Measure Given on Page 211.

SIMPSON'S LOW CASH PRICES × 131

New Fashion Features GREAT VALUES FOR THE 10 TO 19 YOUTH



Simpson's "BEST"



QUALITY Suits



An original style by Simpson's. Our finest All-Wool Tweed in subdued check pattern. Single-breasted coat. Rayon body lined. Sports back. Zipper vest. Longers have pleats. **Med. Brown or Blue-Grey.** Sizes—all sizes up to 36 Chest. State sizes asked on Page 124.
38-334 3-Piece Suit... 11.95

11.95

Luxurious quality All-Wool Tweed suit in fine new herringbone pattern. Rayon-lined coat. Plain back. Regular vest. Longers have pleats, self-belt, zipper closure. **Med. Green, Brown or Blue.** Sizes—all sizes up to 36 Chest. State sizes asked on Page 124.
38-335 3-Piece Suit... 10.95

10.95

Everything about this hi-styled, finely tailored suit will appeal to young fellows. Rich-looking, English Wool Tweed. Rayon lined. Double-breasted vest. Pleated longers. **Med. Brown or Dark Blue.** Sizes—all sizes up to 36 Chest. State sizes asked on Page 124.
38-336 3-Piece Suit... 11.50

11.50



Simpson's "GOOD" QUALITY Suits

Both are outstanding, money-saving values. Compare the quality—the features—the workmanship. Long-wearing Wool-and-Rayon Tweeds in rich new colorings for Spring Rayon-lined coats. No vest. Choice of one or two pair of longers in regular style. **Sizes—all sizes up to 36 Chest. State all sizes asked for on Page 124.**

Double-Breasted Model

—in popular new herringbone pattern. Choice of **Med. Brown or Med. Grey.**
38-338 Coat, 1 Longer... 7.99
38-339 Coat, 2 Longers... 10.00

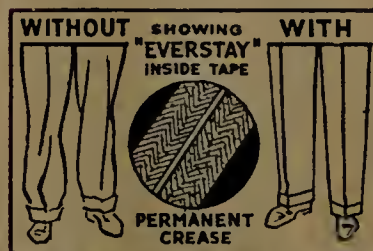
Single-Breasted Model

—in modern Glen overcheck pattern. Choice of **Med. Brown or Grey-Blue.**
38-340 Coat, 1 Longer... 7.99
38-341 Coat, 2 Longers... 10.00

NOW! Simpsons Will Fit Youths, Perfectly AT NO EXTRA COST

in Any Suit on This Page
Up to 36-in. Chest, 32-in. Inseam

When ordering please send us these 7 measurements: (1) Chest, (2) Coat Length, (3) Sleeve Length, (4) Waist, (5) Inseam, (6) Outseam, (7) Seat. Also give Height, Weight and Age. Fill in special How to Measure Order Form on Page 124. For sizes larger than 36-Inch Chest—see Men's Suit pages.



All Longers on this page have the added feature of "EVERSTAY" taped permanent crease—the most successful method of permanent creasing yet devised. Keeps trousers neater. Cuts pressing bills.

"BETTER" QUALITY Suits

Better quality fabrics—Better quality tailoring—Finer appearance. Both models illustrated at left are made from All-Wool Tweeds in rich new shades and quiet check patterns. Sports back coats are Rayon lined. Regular vest. Choice of one or two pairs of longers in regular style.

Sizes—all sizes up to 36 Chest. State sizes asked for on Page 124.

(A) Single-Breasted Model

—in small, neat check pattern. Choice **Med. Brown or Blue-Grey.**
38-342 Coat, Vest, 1 Longer. 9.95
38-343 Coat, Vest, 2 Longers 12.50

(B) Double-Breasted Model

—in subdued overcheck pattern. Choice of **Dk. Brown or Blue.**
38-344 Coat, Vest, 1 Longer. 9.95
38-345 Coat, Vest, 2 Longers 12.50

Another "BEST" Quality—That Sets a High Standard for Fabric and Fine Tailoring

MODESTLY PRICED AT

12.95



Here's a suit that stands out head and shoulders above them all! It's another example of Simpson's high standards for quality fabrics and tailoring. Modelled in a popular, practical style from a fine All-Wool Tweed. New, small, even check pattern. Coat has attractive sports back and Rayon lined. Reversible vest is smart and up-to-the-minute. Longers front pleats. —A beautiful suit in choice of two rich, deep shades for Spring. **Sizes—all sizes up to 36 Chest. State all sizes asked for on Page 124.**
38-346 Medium Brown. 3-Piece Suit, 12.95
38-347 Medium Blue. Postpaid

Your Choice
9.95

Intermediate Styles for Boys 8 to 16 at SIMPSON'S LOW CASH PRICES



625



650



695



699



750

"BEST" Quality — smooth English Wool-and-Cotton Tweed in neat overcheck pattern. Sports back coat is Rayon lined. Regular longers.

Med. Brown or Grey-Blue.

Age sizes 8 to 16 years.

38-356 Coat, 1 Longer..... 6.99
38-357 Coat, 2 Longers..... 8.99

"BEST" Quality — hard-wearing. Beautiful English Wool-and-Cotton Tweed. Subdued overcheck pattern. Rayon-lined coat. Pleated longers.

Med. Brown or Med. Blue.

Age sizes 8 to 16 years.

38-358 Coat, 1 Longer..... 7.50
38-359 Coat, 2 Longers..... 9.50

Use Simpson's 4 Months Budget Club Plan - See Page 210

A "GOOD" Quality Suit

It's amazing how much style and service your money buys in this suit. Expertly tailored from good-looking Wool-and-Rayon Tweeds in neat check patterns. Double-breasted, Rayon-lined coat has smart sports back. Golf knickers and breeches are strongly lined.

Colors—Med. Brown or Med. Blue.

Age sizes 8 to 16 years.

38-337 Coat and Golf Knicker.... 6.25
38-348 Coat and Breech..... 6.25
38-349 Coat, Golf Knicker and Breech..... 7.95

B "BETTER" Quality Suit

Any comparison made for quality and good looks immediately marks this suit as an outstanding favorite. Popular new herring-bone All-Wool Tweed. "Tops" for style and strength. Double-breasted Rayon lined coat with attractive sports back. Choice of breeches or longers, or both. Breeches are lined. Longers have front pleats, belt loops and cuff bottoms.

Colors—Med. Grey or Med. Brown.

Age sizes 8 to 16 years.

38-350 Coat and Breech..... 6.50
38-351 Coat and Longer..... 7.25
38-352 Coat, Breech and Longer.. 8.50

C "BEST" Quality Suit

Our finest!—The style—the quality—the tailoring—all prove the superiority of this suit. Expertly tailored from a beautiful small check pattern. All-Wool Tweed in rich new shades for Spring. Double-breasted, Rayon-lined coat has half-belt, yoke and pinch pleats at back. Choice of pleated golf knickers or longers, or both. Knickers are strongly lined.

Colors—Med. Blue or Med. Brown.

Age sizes 8 to 16 years.

38-353 Coat and Golf Knicker.... 6.95
38-354 Coat and Longer..... 7.95
38-355 Coat, Golf Knicker and Longer..... 9.50

Don't guess!—Be sure of correct size when ordering. Measure boy's CHEST, WAIST and INSEAM—then compare measurements with Chart below—and order nearest AGE SIZE. See Page 211 for Easy Measuring Instructions.

| ORDER AGE SIZE— | 8 | 10 | 12 | 14 | 16 |
|--------------------------------|----|-----|-----|-----|----|
| If Chest Measures (Inches)... | 25 | 26½ | 28½ | 30½ | 32 |
| If Waist Measures (Inches)... | 26 | 27 | 28 | 29 | 30 |
| If Inseam Measures (Inches)... | 22 | 24 | 26 | 28 | 30 |



Sanforized—Will Not Shrink Out of Fit Smooth-finished Medium Brown Cotton suiting. Hard-wearing. Match up your own outfit.

Age sizes 8 to 18 years.

38-360 JACKET is Cotton Doe-skin lined. Zipper front. 2.95

Each..... 1.95
38-361 BREECHES are lined. Two-way pockets. Double knees. Knife pocket. Each

38-362 LONGERS have two-way pockets. Each... 1.95

"GOOD" Quality—A long-wearing, hi-styled Wool-and-Rayon Tweed suit for the intermediate boy. The clean, rich Glen overcheck pattern is the last word. Rayon-lined coat has sports hack. Longers have pleats.

599

Med. Brown or Med. Grey.

Age sizes 8 to 16 years.

38-363 Coat and Longer. 5.99

"BETTER" Quality—this model is always in demand—you're getting better value than ever. All-Wool plain rich-looking Tweeds in new Spring shades. Rayon-lined coat. Longers have pleats.

675

Dark Blue or Med. Brown.

Age sizes 8 to 16 years.

38-364 Coat, 1 Longer. 6.75
38-365 Coat, 2 Longers. 8.75

"BETTER" Quality—Step out in this smart All-Wool Tweed suit this Spring. Rich colors. Small neat checks. Rayon-lined sports coat. Pleated longers.

675

Med. Grey or Med. Brown.

Age sizes 8 to 16 years.

38-366 Coat, 1 Longer.... 6.75
38-367 Coat, 2 Longers... 8.75

SIMPSON'S

× 133

Sturdy Clothes for Jolly Juniors



GOOD·BETTER·BEST Qualities



A
COAT AND
SHORT
4.95



B
COAT AND
SHORT
5.49



C
COAT AND
SHORT
5.95

A "GOOD Quality"—Juniors' good-looking, serviceable Wool-and-Cotton Tweed suit in small check pattern. Double-breasted coat with half-belt and pinch pleats. Rayon lined. Choice of regular style shorts or breeches, or both. Strongly lined.

Age sizes 6 to 12 years. Choice of colors—Med. Brown or Grey.
38-368 Coat and Short. Postpaid..... 4.95
38-369 Coat and Breech. Postpaid..... 5.25
38-370 Coat, Short and Breech. Postpaid..... 5.95

B "BETTER Quality"—A sturdy All-Wool Tweed suit that will give junior lots of wear. Double-breasted style. Rayon lined. Note the exceptionally smart, subdued overcheck pattern in very rich colors. Sports back. Choice of breeches or shorts, or both.

Age sizes 6 to 12 years. Choice of Med. Brown or Med. Blue.
38-371 Coat and Short. Postpaid..... 5.49
38-372 Coat and Breech. Postpaid..... 5.75
38-373 Coat, Short and Breech. Postpaid..... 6.49

C "BEST Quality"—Our finest All-Wool Tweed suit gives longer wear and has lasting good looks. New check pattern in rich colorings. Choice of single-breasted or double-breasted style. Rayon lined. Sports back. Shorts or breeches, or both. Strongly lined.

Age sizes 6 to 12 years. Choice of Medium Fawn or Medium Blue-Grey.
SINGLE-BREASTED MODEL
38-377 Coat and Short. Postpaid..... 5.95
38-378 Coat and Breech. Postpaid..... 6.25
38-379 Coat, Short and Breech. Postpaid..... 6.95
DOUBLE-BREASTED MODEL
38-374 Coat and Short. Postpaid..... 5.95
38-375 Coat and Breech. Postpaid..... 6.25
38-376 Coat, Short and Breech. Postpaid..... 6.95



2.39



2.99



3.25



6.50



2.95



3.25

"GOOD Quality"—Sturdy unlined Wool-and-Cotton junior suit. Neatly tailored in sporty single-breasted style. Will give remarkably long service. Shorts have Lastex back insert. Low price for this quality.
Age sizes 6 to 12 years.
38-380 Navy Blue Cheviot. 2.39
38-381 Med. Brown Check Tweed. Postpaid..... 2.39

"BETTER Quality"—An attractive unlined suit of Wool-and-Rayon Tweed in neat check pattern and rich colorings. Double-breasted coat has sports back and pinch pleats. Shorts have Lastex back insert. State color when ordering.
Age sizes 6 to 12 years.
Med. Brown or Med. Grey.
38-382 Postpaid..... 2.99

"BEST Quality"—Our finest unlined suit of All-Wool Tweed, tailored in dressy single-breasted style with sports hack and half-belt. Neat "Hound's Tooth" pattern in deep rich colorings. Shorts have Lastex back insert.
Age sizes 6 to 12 years.
State color—Brown or Blue.
38-383 Postpaid..... 3.25

Topcoat and Shorts to match. Our finest All-Wool Tweed junior ensemble in choice of Raglan style with all-around belt, or "Guardsman" style with half-belt at back. Topcoats are fully Rayon lined. Shorts have belt and are strongly lined.
Age sizes 6 to 10 years.
Colors—Med. Fawn or Med. Blue.
38-384 Raglan style..... 6.50
38-385 "Guardsman" style.... 6.50

"GOOD Quality"—One of our most popular unlined suits. Neatly tailored from sturdy Wool-and-Cotton suiting. Single-breasted coat has sports back and half-belt. Longers have Lastex back insert.
Age sizes 6 to 12 years.
38-386 Navy Blue Cheviot. 2.95
38-387 Brown Check Tweed. Postpaid..... 2.95

"GOOD Quality"—Junior double-breasted suit of English Wool-and-Cotton, smooth-finished suiting in good-looking hairline pattern. Unlined. Coat has sports back with half-belt and pinch pleats. Longers have Lastex back insert.
Age sizes 6 to 12 years.
Colors—Navy Blue or Dk. Brown
38-388 Postpaid..... 3.25



3.69



3.95



4.49



4.99



5.75



6.99

"BETTER Quality"—and an exceptional value in juniors' rich-looking, small check Wool-and-Rayon Tweed suit. Will give long service and retain its good looks. Single-breasted coat has sports back. Unlined. Longers have Lastex back insert.
Age sizes 6 to 12 years.
Colors—Med. Brown or Med. Grey.
38-389 Postpaid..... 3.69

"BEST Quality"—He'll look his best in this double-breasted All-Wool Tweed suit. Small check pattern. Rich colors. Unlined. Coat has sports back and button-through pockets. Longers have Lastex back insert. Low price for this quality.
Age sizes 6 to 12 years.
Colors—Med. Brown or Med. Blue.
38-390 Postpaid..... 3.95

"BEST Quality"—Here's "tops" in style and value! Juniors' single-breasted All-Wool Tweed suit in plain rich colorings for Spring. Fancy sports hack. Unlined. Longers have Lastex back insert, zipper fly and front pleats. State color.
Age sizes 6 to 12 years.
Colors—Med. Brown or Med. Blue.
38-391 Postpaid..... 4.49

"GOOD Quality"—A splendid wearing All-Wool Tweed juniors' suit in neatly tailored, double-breasted style. Small check pattern in skillful colorings. Rayon-lined coat has sports back. Longers have Lastex back insert. State color.
Age sizes 6 to 12 years.
Colors—Med. Brown or Med. Blue.
38-392 Postpaid..... 4.99

"BETTER Quality"—Bringing you trim lines and hard-wearing service. Wool-and-Rayon Tweed suit in a clever new subdued overcheck pattern. Rayon-lined coat has neat sports back. Longers have regular belt loops and huttons. State color.
Age sizes 6 to 12 years.
Colors—Med. Brown or Med. Blue.
38-393 Postpaid..... 5.75

"BEST Quality"—In every way—our finest junior suit featuring the new zipper vest. Beautifully tailored of All-Wool check Tweed in rich colorings. Single-breasted coat. Rayon-lined. Sports back Zipper vest. Longers have front pleats belt loops and cuff bottoms. State color.
Age sizes 6 to 12 years.
Colors—Dark Brown or Dark Blue.
38-394 3-piece Suit. Postpaid. 6.95

Don't Guess Sizes—Please Turn to Page 211—Follow Our Simple Instructions on How to Take Measurements Correctly—and Order by Age Size.

134 × SIMPSON'S PAY POSTAGE

Expert Tailoring and Long-Wearing Materials in Latest Styles for Juniors

#1-STYLED SLACKS

FOR BOYS
6 to 18

Navy Blue Cheviot Serge

For all-around steady wear, you'll find these neat **Navy Blue** Union Cheviot Serge slacks fill the bill in every way. Sturdily tailored throughout. Smart front pleats. **Waist** 24 to 31 Ins. **Inseam** 19 to 32 Ins. **38-395 Postpaid, pair** **59**

Serviceable Tweeds

Wool-and-Cotton Tweed slacks. Good-looking. Dressy. Small, subdued check patterns. Smart key chain included. Choice of **Med. Brown** or **Med. Grey** shades. **Waist** 24 to 31 Ins. **Inseam** 19 to 32 Ins. **38-396 Postpaid, pair** **69**

8-Ounce Black Denim

These slacks feature a fancy deep waistband for smart steppers. Right dome flap pocket has safety zipper. Wide cuff bottoms. Practical. Hard-wearing. Big value! **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-397 Postpaid, pair** **49**

Check Cotton Worsted

They look like expensive Worsted. Neat overchecks in **Dk. Brown** or **Dk. Blue**. Self-belt with drop loops. 4 pleats. Sold only if included in a 5.00 Order. **Waist** 24 to 31 Ins. **Inseam** 19 to 32 Ins. **38R398 Postpaid, pair** **29**

Fine All-Wool Quality

Here's service, plus extra good looks. The choice of all quality-minded young men. New overchecks, woven in rich colors of **Med. Brown** or **Med. Grey**. **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-399 Postpaid, pair** **99**



NOTE—All slacks on this page come in one waist and inseam measurement as shown below. If boys' measurements do not correspond with chart, but are within 1 inch in waist and 2 inches in inseam, we will alter a garment to fit him perfectly. Otherwise, it will be necessary to tailor a special garment which requires 10 DAYS. No orders filled for waist sizes over 31 inches.

| WAIST | 24 | 26 | 27 | 28 | 29 | 30 | 31 | Inches |
|--------|----|----|----|----|----|----|----|--------|
| INSEAM | 19 | 22 | 24 | 26 | 28 | 30 | 32 | Inches |

FOR WAIST — First, remove belt. Measure around the waistline, above hip bones over trousers. Hold tape snug.

FOR INSEAM — Measure from close up in crotch to point where you want trousers to come, usually to the heel tops.

SIMPSON SPECIAL
2.95



These 5 Slacks

Our lowest-priced bicycle slacks. They're unequalled for value. Small check Wool-and-Cotton Tweed. Zipper pocket. Double seat. Choice of colors—**Brown** or **Grey**. **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-400 Postpaid, pair** **1.99**

Good-looking, long-wearing Wool-and-Rayon Tweed slacks in a rich new overcheck. Safety zipper pocket. Side straps. Double seat. **Med. Brown** or **Med. Blue**. **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-401 Postpaid, pair** **2.69**

Handsomely styled All-Wool Tweeds in newest check patterns. 6-button waistband. Zipper watch pocket. Double seat. Back strap. **Med. Brown** or **Med. Blue**. **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-402 Postpaid, pair** **2.95**

Leather-belted slacks tailored from All-Wool small check Tweed. Long-wearing. Front pleats. Concealed double seat. Extra wear in every pair. **Med. Brown** or **Med. Grey**. **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-403 Postpaid, pair** **2.98**

The Smartest Slacks You've Ever Seen!

Don't put us on the back—it wasn't our idea! The up-and-coming generation requested it and we've got exactly what they want. Our finest quality All-Wool Tweed slacks in rich herringbone weave. Hi-styled and featuring a wider 3-button waistband. Large zipper watch pocket. Front pleats. Double seat. Choice of **Med. Green** or **Med. Brown** shades. **Waist** 26 to 31 Ins. **Inseam** 22 to 32 Ins. **38-404 Postpaid, pair** **2.95**

SIMPSON'S LOW CASH PRICES × 135

BOYS' RUGGED CLOTHING FOR WORK OR PLAY



Simpson's IRON ACE overalls for boys. Made just like Dad's. Of 2-20 weight Indigo-dyed, Blue White-back Denim. Iron-Jaw tested. Mill-shrunk. Rip-proof seams. Even ages 8 to 18 years. 38-405 Postpaid... 1.10
Coats to match. Rustproof riveted buttons. 4 pockets. Even ages 8 to 18 years. 38-406 Postpaid... 1.10

1.10
Each

Strong Indigo-dyed Blue White-back Denim overall combination with double fronts and seat for extra wear. Double-stitched seams. Rustproof riveted buttons. Reinforced with bar-tacking. Roomy pockets. Full-sized for growing boys. Priced exceptionally low, here. Even ages 8 to 16 years. 38-407 Postpaid... 1.65

1.65

Always a favorite quality. Boys' Blue Red-back Denim overalls with strong double cloth fronts and seat. Detachable braces have elastic inserts. Rustproof riveted buttons. Even ages 8 to 16 years. 38-408 Postpaid... 1.00
Coats to match with 3 pockets. Rustproof riveted buttons. 38-409 Postpaid... 1.00

1.00
Each

Boys' Blue Red-back Denim overall pants in the "Western" style. Double-stitched legs. Back-riser, strap. Even ages 8 to 18 years. 38-410 Postpaid... 1.00
2-20 weight, Indigo-dyed Blue White-back Denim pants. Sanforized-shrunk—they will not shrink. Even ages 8 to 18 years. 38-411 Postpaid... 1.10

1.00

One of the hardest-wearing overalls made for the junior boy—yet, look at our low price. Choice of Blue Denim or Blue Red-back Denim. Bib style. Lots of seat room. Adjustable suspenders. Fly front. All ages 3 to 10 years. 38-412 Blue Denim... 59c
38-413 Blue Red-back Denim... 69c

59c

These junior overalls possess the same rugged material—the same high-grade workmanship that goes into the making of our men's overalls. Indigo-dyed, Blue White-back Denim. In popular high-back style with strong triple-stitched, 2-seam legs. Rustproof buttons. Will give unusually long service. Even ages 4 to 12 years. 38-414 Postpaid... 79c

79c

STURDY FABRICS IN SLOW-TO-SOIL COLORS



Sanforized-shrunk junior coveralls. They will not shrink. In Blue or Grey Covert Cloth, or neat Blue-White stripe cotton. All ages 3 to 8 years. 38-415 Postpaid, each 1.00

1.00

Special value Play suit for the junior lad. Made from Navy Blue Drill with double fronts for extra wear. Contrasting Red-and-Orange stripes. 38-416 Ages 3 to 8... 1.00
38-417 Ages 9 and 10. 1.15

1.00

Lots of style, yet very practical outfit. English Corduroy bib-style longers. Striped Cotton Jersey to match. As shown. Choice of Brown or Navy Blue colorings. State color. Even ages 4 to 10 years. 38-418 2-Pieces... 1.69

1.69

Every boy will feel like a hero in one of these "Police" style play suits. Made from sturdy Navy Blue or Brown Drill in full-fitting sizes. Shiny 6-point badge. Gun belt and shoulder strap. Even ages 4 to 10 years. 38-419 Postpaid... 1.29

1.29

Gay "Navigator" sailor suit. Sturdy and practical. Full-cut sizes in Navy Blue Drill. Neat double-breasted button-on waist style. Epaulets. Anchor emblem. Belt. Yellow braid. Even ages 4 to 10 years. 38-420 Postpaid... 1.98

1.98

Junior 3-piece outfit consisting of Blue or Brown Covert longers with belt and Broadcloth shirt to match yellow tie. Practical. Smart. Outstanding value! Even ages 4 to 10 years. 38-421 Blue. } 3-Piece
38-422 Brown. } 1.39

1.39

Lady Esther

AIDS TO YOUR CHARM

WOODBURY'S



Lady Esther Face Powder
Brings out a new freshness to the complexion. Very adherent and comes in lovely shades. Natural, Rachel, Beige. Medium size. Large size.
31-310 Postpaid 25¢ | 31-311 Postpaid 47¢

Lady Esther Four-Purpose Cream
Cleanses the skin. Helps to keep it fine textured. Aids in overcoming dryness. Furnishes a lovely powder base. Medium size. Large size.
31-313 Postpaid 25¢ | 31-312 Postpaid 47¢

Lady Esther 5-Piece Set
Consists of introductory size jar of four-purpose cream, box of Natural face powder, Medium lipstick, Medium rouge and tube of face cream. A very useful set.
31-315 Postpaid 60¢
Lady Esther Rouge—Orange, Medium, Rose, Coral, Bright Brick. Blends with the complexion.
31-314 Postpaid 25¢
Lady Esther Lipstick—Light, Med., Dk., Orange.
31-316 Postpaid 25¢



"Evening in Paris" by Bourjois
A Perfume—You will be delighted with the sweet fragrance of the lovely perfume.
31-325 Postpaid 1.00
B Rouge—A fine quality rouge in choice of Medium, Brilliant or Light shade.
31-326 Postpaid 60¢
C Lipstick—A generous size lipstick in handy container. Medium, Brilliant or Light.
31-324 Postpaid 60¢
D Face Powder and Perfume—at a special new low price. Naturelle or Rachelle shades of powder. Perfume included. Regular price 1.10.
31-323 Postpaid 98¢

Derny's 3 Secrets
E Face Powder—Lovely face powder of fine texture. Imparts a smooth velvety appearance. Naturelle or Rachelle.
Large size. 31-317 50¢ | Small size. 31-318 25¢
F Talcum—Delicately scented.
31-322 Postpaid 25¢
G Perfume—Exquisitely fragrant.
31-320 Postpaid 25¢
H Lipstick—Medium, Light or Blush.
31-319 Postpaid 25¢
J Rouge—Medium, Light or Blush.
31-321 Postpaid 25¢



Woodbury's Facial Powder
Blends beautifully with the complexion because of its extra fine texture. Naturelle or Rachelle. Medium size. Large size.
31-327 Postpaid 25¢ | 31-328 Postpaid 47¢
Woodbury's Facial Creams
Two lovely creams that aid in cultivating a soft, fine-textured skin—one cream for cleansing and one for a powder base.
Cold Cream
In Jar. 31-329 Postpaid 47¢
In Tube. 31-331 Postpaid 25¢
Finishing Cream
In Jar. 31-330 Postpaid 47¢
In Tube. 31-332 Postpaid 25¢
Woodbury's Introductory Set
An ideal week-end set containing a small tube of facial cream, a box of face powder, a small bar of soap and perfume. Very useful and well-equipped.
31-333 Postpaid 25¢



French Imported
Here, indeed is an outstanding offer. You will be delighted with the lovely soft, velvety texture and sweet fragrance. In a metal-covered box. Naturelle or Rachelle.
31-334 Postpaid 35¢

Ashes of Roses
A face powder well-known for its high quality and smooth texture. The powder and a fragrant bottle of Bourjois perfume are neatly arranged in a box. Choice of Naturelle or Rachelle or Peach.
31-335 Postpaid 1.25

Hudnut "Marvelous"
Match your make-up with your eyes! All fascinating shades. Parisian for Brown eyes. Patrician for Grey eyes. Dresden for Blue eyes. Continental for Hazel eyes.
31-336 Powder. } Each 65¢
31-337 Rouge. }

Houbigant
"Quelques Fleurs". A fine quality imported face powder. Imparts a soft smooth appearance to the skin. Naturelle, Rachelle or Peach.
31-338 Postpaid 49¢
Large box. 31-339 Postpaid 89¢

Yardley's
Famous for its refreshing fragrance of lavender that seems to bring an English garden into your home. Used by smart women because of its quality. Natural or Medium shade.
31-340 Postpaid 1.10



Square Compact
One of the newest chic styles from New York. A dainty little compact beautifully finished with enamel and Gilt. Lovely rich-looking floral pattern. For loose powder.
31-342 Postpaid 79¢

Round Compact
Be smart with an initial on your compact. Good-quality enamel finish with dainty floral design and one initial included. Choice of Black, Leaf Green or Red.
31-341 Postpaid 29¢



Lipstick—Indelible lipstick that intensifies your natural coloring. Natural (changes color to match your complexion) or Theatrical (a darker shade). Large size. 31-345 79¢ | Medium size. 31-346 49¢
Rouge—Natural (suits every type of skin) or Theatrical (a darker shade for evenings.)
31-344 Postpaid 75¢
Face Powder—Natural or Rachel.
31-343 Postpaid 49¢



Mum Deodorant
Will not harm fabrics. Medium size. 31-347 33¢
Large size. 31-348 53¢
Arrid Cream Deodorant
Stops perspiration. Will not harm fabrics. 31-349 Med. size. 39¢
Large size. 31-350 59¢



Thayer's Creams
The economical way to buy. Three choice creams of high quality. Each is an excellent aid to beauty. Comes in 1 pound jars. Vanishing Cream. 31-351 65¢
Cold Cream. 31-352 65¢
Lemon Cream. 31-353 65¢



Freckle Cream
Acts on freckles in such a way that they gradually fade away.
31-355 69¢
Noxzema
A beauty cream and ointment combined. Soothes and cools irritated skin promotes healing.
31-354 54¢



Face Powder—High-quality powder of lovely texture that adheres well. Natural or Rachel. Regular 30c size. 31-356 25¢ | Regular 60c size. 31-357 47¢
Facial Creams—Cold cream for cleansing and Finishing cream for a powder base. Regular 65c. Cold Cream. 31-358 49¢ | Finishing Cream. 31-359 49¢
Skin Freshener—A lovely skin tonic.
31-360 Postpaid 49¢



Eau Floral
A new version of perfume in an alluring floral scent—Quelques Fleurs. Made by Houbigant.
31-371 1.00
Atomizer
Glass container. Rubber bulb covered with art silk mesh. Colors: Rose, or Green or Amber.
31-370 49¢
Jergen's
A lovely perfume in choice of Ben Hur, Sweet Pea, Gardenia or Jasmine. Nicely boxed.
31-369 25¢
Bourjois
Tasseled tube of refreshingly fragrant scents: Ashes of Roses, Evening in Paris, Springtime in Paris.
31-368 50¢
Vinolia Lipsyl
A soft creamy lipstick for rough or chapped lips. Choice of Red or White. Excellent quality. Soothing.
31-367 20¢
Bath Powder
Is fragrantly scented and of lovely smooth texture. Large soft velour puff included. Big value.
31-366 29¢
Black Magic
A lipstick that acts like magic—it takes on a hue that matches your natural colorings. Kiss-proof.
31-365 1.00
Amron
Cleansing Pads. 15 in container. Astringent.
31-363 15¢
Jar of 50 refills. 31-364 25¢
Velour Puffs
Powder Puffs of good quality. 5 in package. Each puff 3-ins. across.
31-362 25¢
Hostess Pads
Forty-five dainty little pads, in pastel shades, done up neatly in cellophane envelope.
31-361 15¢

RELIABLE HOME REMEDIES



Pills and Laxatives

Easy-Back Kidney Pills for backache, kidney and bladder troubles, also rheumatism.
31-201 Postpaid..... 25¢

Carter's Little Liver Pills—"Wake up your liver!" For headaches, constipation and biliousness. Small, 40 Pills. Large, 130 Pills.
31-202 Postpaid 23¢ | 31-203 Postpaid 69¢

A.B.S. & C. for constipation and biliousness.
31-204 200 tablets. Postpaid..... 29¢

Dodd's Kidney Pills for backache, headache and bladder troubles. Cleanse and purify the blood.
31-205 Postpaid..... 1 box 35¢

Gin Pills for the kidneys. Relieve rheumatism.
40 Pills Reg. 50¢. 80 Pills Reg. 75¢.
31-206 Postpaid 39¢ | 31-207 Postpaid 69¢

Dr. Chase's Kidney and Liver Pills.
31-208 Postpaid..... 29¢

Milburn's Health and Nerve Pills.
31-209 Postpaid..... 47¢

Dr. Williams' Pink Pills for pale people.
31-210 Postpaid, 50 pills..... 50¢

Fruitatives for constipation. Fruit extracts.
31-211 Postpaid..... 39¢

Bile Beans for biliousness, dyspepsia, constipation and headaches. Aid in relief of rheumatism.
31-212 Postpaid..... 47¢

Vitamin Products

Build Up Health and Resistance to Colds

Calcium A-1 capsule equals 1 teaspoonful of Cod Liver Oil with Calcium and Phosphorus added.
31-213 Box of 40..... 1.10 | 31-214 Box of 100..... 2.00

Ades-Vitamins "A" and "D" of Halibut and Cod Liver Oils with Viosterol added.
31-215 Postpaid, 80 tablets..... 1.00

Halibut Liver Oil—Rich in Vitamins "A" and "D".
31-216 50 capsules..... 75¢ | 31-217 100 capsules..... 1.35

Alphamettes—A well known vitamin tonic. 1 capsule equals 4½ teaspoonfuls of Cod Liver Oil.
31-218 25 capsules..... 1.00 | 31-219 50 capsules..... 1.85

Wompoles' Extract of Cod Liver Oil. Good for convalescents, also for children. Pleasant taste.
31-220 Postpaid, 15-oz. bottle..... 1.00

Squibb's Cod Liver Oil. Rich in vitamins. Mint or plain flavor. Tested for highest quality.
31-221 Postpaid, 12-oz. bottle..... 97¢

Vitamins Plus. All the important-to-health vitamins you need to feel well and look your best. For plus effectiveness—liver extract and iron.
31-222 Postpaid, 24-day supply..... 2.75

Health Salts, Etc.

Sal Hepatica. An eliminant in constipation, gastric and liver disorders, gout and rheumatism. A well-known effervescent saline remedy.
31-223 Medium. Regular 70¢ for... 59¢ | 31-224 Large. Regular 1.40 for... 1.15

Kruschen Salts. For rheumatism, gout, constipation, sluggish liver, and that "tired" feeling.
31-225 Postpaid, large size..... 69¢

Old English Health Salts. Relieves sick headache, sour stomach, indigestion, picky heat, etc.
31-226 Postpaid..... 35¢

Alka Seltzer—effervescent, analgesic, alkalinizing tablets that make anti-acid solution. Corrects indigestion.
31-227 25 tablets..... 57¢ | 31-228 8 tablets..... 29¢

Eno Fruit Salts. Pleasant, invigorating, effervescent tonic for toning up the system. Known 70 years.
31-229 Postpaid, large size..... 79¢

Andrew's Liver Salt. A "four-fold relief for faulty elimination." A preparation that acts on sluggish liver and kidneys, cleansing the system and imparting vigor.
31-230 4-oz. tin..... 34¢ | 31-231 8-oz. tin..... 57¢

Redux—a medicine that is infused like tea and taken as a beverage.
31-232 Large size..... 2.00 | 31-233 Small size..... 75¢

Tried and Tested Remedies

"Hem-o-rite" Pile Remedy in capsule form. Taken internally. Satisfaction guaranteed. Recommended as a reliable remedy.
31-234 Postpaid..... 1.00

Old Indian Pile Remedy. For relief of itching, blind, bleeding, or protruding piles.
31-235 Postpaid..... 50¢

Scott's Emulsion. Finest quality Cod Liver Oil with calcium. Highly digestible and palatable.
14½-oz. bottle. 6¼-oz. bottle.
31-236 Postpaid 98¢ | 31-237 Postpaid 53¢

Cascara Sagrada. Chocolate-coated.
31-238 Postpaid, 100 5-grain tablets..... 25¢

Maclean Stomach Powder for indigestion, dyspepsia, corrects acidity and heartburn.
31-239 Postpaid, 4-oz. size..... 75¢

BiSoDol—antacid alkalinizer, relieves indigestion, gas, heartburn..... 1.19 | 31-240 2-oz. size 55¢

BiSoDol Mints. Pleasant and effective.
31-242 30 in flat, tin box..... 25¢

Phillip's Milk of Magnesia Tablets correct acidity.
31-243 30 in box..... 22¢ | 31-244 Bottle of 200..... 89¢

Soda Mints—for indigestion, heartburn, etc.
31-245 100 in box..... 2 boxes 29¢

Marlatt's Treatment for Gall Bladder, jaundice, indigestion, liver disorder, stomach trouble.
31-246 With full instructions..... 5.00

Nerve Tonics

Dr. Chase's Nerve Food. For run-down nerves, dizziness, fainting and nervous dyspepsia.
31-247 Postpaid, 60 pills..... 49¢

Blaud's Iron Tonic Pills. For anaemia and general run-down condition. Box of 100.
31-248 Postpaid..... 2 boxes 29¢

Phyllosan. For general weakness and poor blood. A valuable tonic for people of all ages.
31-249 60 tablets..... 85¢ | 31-250 120 tablets..... 1.50

Yeast and Iron Tablets. Clear the blood and restore energy. For rundown conditions.
31-251 Postpaid..... 69¢

Ironized Yeast Tablets contain vitamins for nervous condition and anaemia. Builds up thin people.
31-252 Postpaid, 60 tablets..... 89¢

Dutch Drops. (The original Klass Tilly). For stomach disorders, minor kidney and bladder disorders, pimples, sores, earache, hurna, sore gums, women's disorders, colic, distemper in animals.
31-253 Postpaid, family size..... 25¢

Nova-Kelp. A deep-sea plant that provides health-building minerals. A valuable, balanced dietary supplement and tonic.
31-254 150 tablets..... 79¢ | 31-255 300 tablets..... 1.39

Worm Chocolates. A safe and effective expellent of intestinal worms. Pleasant to take.
31-256 Postpaid..... 25¢

For Asthma, Bronchitis, Colds

Ras-Mah. For bronchial colds and hay fever, chronic bronchitis. Relieves gasping, choking, wheezing and coughing.
31-257 30 capsules..... 1.00 | 31-258 200 capsules..... 5.00

Kellogg's Asthma Relief. Inhaled fumes from the burnt powder relieves asthma.
31-259 Postpaid..... 98¢

Ayer's Cod Liver Oil 10D. The original "bottled sunlight" brand. Rich in Vitamin D.
4-oz. bottle. 16-oz. bottle.
31-260 Postpaid 67¢ | 31-261 Postpaid 1.69

Simpson's Bronchial Mixture for relief of bronchitis, asthma and hay fever. Very effective.
31-262 Postpaid..... 39¢

Vick's Vapo Rub for head and chest colds.
31-263 Postpaid..... 43¢

Vick's Vo-tro-nol promptly and effectively relieves irritation of nose and throat. Very soothing.
31-264 Postpaid..... 43¢

Thermogene. Medicated wadding for rheumatism, neuralgia, bronchitis, lumbago, sciatica, etc.
31-265 Postpaid, 3-oz. pkg..... 47¢

Kellogg's K.N.T. Drops for nose and throat. Relieves head colds, tickling throat, nose irritation. Dropper included.
31-266 Postpaid..... 25¢

Sedatives and Ointments

Baby's Own Tablets. A laxative for babies. Also for when teething.
31-267 Postpaid..... 23¢

Rigo Nipples. Stay on the bottle and will not collapse. Newest, improved type.
31-268 Postpaid..... 3 for 25¢

Anacin for relief of distress and discomfort due to simple headache, head colds, simple neuralgia, aches and pains.
31-269 50 tablets 69¢ | 31-270 12 in box 22¢

Bayer's Aspirin—"the genuine Bayer"—affords relief from headache, neuralgia, lumbago, colds, gripple.
31-271 100 in bottle 98¢ | 31-272 24 in bottle 39¢ | 31-273 12 in box 22¢

A.S.A. tablets give relief from headaches, neuralgia, colds, and rheumatic pains.
31-274 Postpaid, 100 in bottle..... 39¢

Zam-Buk. A healing ointment for cuts, burns or sore, tired and aching feet, chilblains. Softens corns and callouses.
31-275 Postpaid..... 47¢

Mecca Ointment. For cuts, sores, burns.
31-276 Postpaid, 1 oz..... 23¢

Ozema. Ointment for eczema and running sores.
31-277 Postpaid..... 45¢

Dr. Chase's Ointment for skin irritation, eczema, piles, etc. Antiseptic and healing.
31-278 Postpaid..... 49¢

For Corns, Warts, Etc.

Blue Jay for the complete, quick and painless removal of corns and callouses.
31-279 Postpaid..... 25¢

Korn Kwik. Will remove corns and callouses completely and painlessly.
31-280 Postpaid..... 35¢

Wart Remedy. A fluid that removes warts painlessly and completely.
31-281 Postpaid..... 15¢

Nu-Feet. A remedy for burning, and swelling feet. Also for trench feet and chilblains. Comes in two sizes for Men or Women.
31-282 Postpaid..... 25¢

Musterole for chest congestion, coughs, muscular lumbago, simple neuralgia, frost-bite and unbroken chilblains. Mild, regular or extra strong.
31-283 Postpaid, Reg. 40¢..... 35¢

Mentholatum for insect bites, burns, cuts, skin irritation, chapped hands and chilblains.
31-284 Postpaid, tube..... 29¢

7 Sutherland Sisters' Pennyroyal Tea. A safe, vegetable prescription for delayed, profuse, painful and irregular sickness. A help during the changing period of life.
31-285 Postpaid, 2-oz. packet..... 50¢

Javel Powders. 10 powders make 10 quarts of Javel water. Bleaches and Disinfects. Has many uses in the home.
31-286 Postpaid, 10 powders..... 21¢

Soothing, Cleansing & Healing

Murine for soothing tired or strained eyes. Safe and reliable. Dropper is included.
31-287 Postpaid..... 55¢

Templeton's Capsules. Specially made for relief from arthritic pains. Also for rheumatism, sciatica, neuritis, and lumbago.
31-288 36 T.R.C.'s..... 1.00 | 31-289 225 T.R.C.'s..... 5.00

Red Chain Kidney Plasters. May be put in any shape. Readily conform to wherever applied. Relieve pain. A well-known home remedy.
31-290 Postpaid..... 35¢

Stera-Kleen. Safely cleanses artificial teeth without brushing them. Removes all film and stains.
31-291 Postpaid..... 35¢

Fasteeth—a denture powder that holds a dental plate firmly and comfortably in place.
31-292 Postpaid, Reg. 60¢ size..... 49¢

Olympene—the antiseptic liniment. Healing and soothing. For athlete's foot, abrasions, cuts, bruises and sore muscles. Rheumatism and muscular pains. Insect bites.
31-293 4-oz. bottle..... 50¢ | 31-294 10-oz. bottle..... 1.00

Listerine. A well-known antiseptic, deodorant, germicide and mouth wash. Cleanses and promotes healing. Also a splendid tonic for removing dandruff and stimulating the scalp.
31-295 5-oz. bottle..... 49¢ | 31-296 14-oz. bottle..... 79¢

ADHESIVE TAPE

Wet-Pruf. A high-grade adhesive and waterproof tape—for surgical, first-aid and utility purposes. Its smooth surface resists soiling. It is pure white, neat and clean. Comes in handy metal container.

| | |
|--|--|
| Width ½ inch.
Length 2½ yards.
31-297..... 10¢ | Width 1 inch.
Length 2½ yards.
31-299..... 15¢ |
| Width ½ inch.
Length 5 yards.
31-298..... 15¢ | Width 1 inch.
Length 5 yards.
31-300..... 25¢ |

THE RELIABLE DYE

Instant Rit. Renovates faded curtains, drapes, clothing, etc. A cake is sufficient to fast dye about 3 yds. of medium material. (The heavier the material the more dye required.) Dissolves in water in about 40 seconds. Colors: Scarlet, Old Rose, Pink, Light Green, Jade, Dark Green, Ecu, Dark Brown, Tan, Golden Brown, Light Blue, Gold, Copenhagen, Dark Blue, Navy, Grey, Yellow, Orange, Orchid, Black, White (or color remover.)
31-301 State colors..... 2 packets 25¢

TINTS AS YOU RINSE

Tintex. Reliable for home dyeing. Dark colors must be bleached with Color Remover, well washed, and then can be dyed a different color. Results will delight you. Will dye cotton, linen, silk, wool and rayon. Colors: Pink, Grey, Maize, Ecu, Peach, Jade, Nile, Orchid, Old Rose, Wine, Cardinal, Navy, Beige, Gold, Purple, Orange, Brown, Black, Turquoise, Powder Blue, Royal, Dark Green, Liqueur Brown, Armour Grey, Whitex, Rust, Creme-de-Menthe, Brandy Brown, Cock-tail Blue, Light Blue, Tea Rose, Champagne, Forest Green, Tan, also Color Remover.
31-302 State colors..... 2 packets 25¢

For HEALTHY TEETH AND GUMS



| | | | | | |
|---|--|--|---|---|---|
| Pepsodent
alone contains IRIUM. New discovery that safely steps up the lustre of teeth.
31-380. 37¢ | Ipana
Whitens teeth. Will not harm enamel. Will strengthen the gums. Prevents decay.
31-381. 43¢ | Listerine
Superior germicidal paste, free from grit, chalk and all abrasives. Whitens the teeth.
31-382. 25¢ | Minty's
"Triple-Action" removes film, whitens teeth and sweetens breath. Very economical.
31-383. 23¢ | Koynos
Scientifically prepared. Very cleansing. Refreshing. Germicidal. Large tube.
31-384. 43¢ | Dr. Wilson's
A peroxide dental cream that whitens and polishes teeth.
31-385. 2 for 29¢ |
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| Plate Brush
Really a two-in-one brush, specially shaped to clean the surface and every tiny opening between the teeth. High-grade bristles.
31-386. Postpaid 49¢ | The Simco
Two brushes for the price of one. Good quality bristles. You may have two of style (A) or (B), or one of each.
31-387. 2 for 29¢ | Serv-i-tor
Tufted style. Is designed to penetrate every crevice as well as polish the teeth. Good quality. Moderately priced.
31-388. Postpaid 20¢ | Dr. West's
A well-known and widely-used make, offered at a new low price. Choice of Medium or Hard, water-proofed bristles. Regular price 50c.
31-389. 33¢ | Pepsodent
Improved super-soft dental powder that contains Irium—the new discovery for polishing and whitening enamel without scratching.
31-390. 39¢ | Dr. Lyon's
Prepared by a dentist. Contains no grit. Very cleansing, pleasantly flavored. Small.
31-391. Postpaid 24¢
Large. 31-392. 39¢ | Woodbury's
A fine granular tooth powder. No grit. Brightens the teeth. Cleans thoroughly. Choice of Peppermint or Wintergreen flavor.
31-393. 23¢ |
|--|--|--|--|--|---|---|



| | | | | | |
|---|--|--|---|--|--|
| Baby Powder
A borated talcum specially prepared for babies. Stops chafing. Large tin. 50¢
Small. 25¢
31-394. 50¢
31-395. 25¢ | Claudette
Keep your skin soft and lovely with this delightfully perfumed talcum powder. Large tin. Moderate price.
31-396. 19¢ | Orchid
You will be delighted with the sweet fragrance of this high-quality talcum. Orchid or Gardenia.
31-397. 15¢ | Lemon Lotion
A special Simpson product of high quality. Aids in softening and whitening the skin. Splendid value. 4-ounces.
31-398. 25¢ | Loton
Cream of Honey and Almonds, specially prepared for Simpson's. High quality soothing ingredients. 4-ounces.
31-399. 25¢ | Skin Balm
Another special Simpson preparation that soothes and heals the skin. Prevents roughness or chapping.
31-400. 25¢ |
|---|--|--|---|--|--|



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| Cutex Manicure Sets
Cutex Junior Set —Has small size bottle of liquid polish, cuticle remover, and polish remover, 2 emery boards, orange stick, absorbent cotton.
31-401. Postpaid 35¢
Cutex Compact Set —Contains all the essentials for well-groomed hands—liquid polish, cuticle remover, polish remover, orange stick, 2 emery boards and absorbent cotton.
31-402. Postpaid 50¢
Longlex Set —Fine-quality nail preparations put up in a compact little set. Box contains a bottle of polish remover and liquid polish, also absorbent cotton. Very good value.
31-407. Postpaid 20¢ | Cutex Preparations
Cutex Nail Polish —A liquid polish that spreads smoothly. Be sure to state color wanted. Choice of Natural, Rose, Rust, Heatber.
31-403. Postpaid 35¢
Cutex Oily Cuticle Remover —Makes cuticle easier to push back. Also cleanses the nails.
31-404. Postpaid 35¢
Cutex Polish Foundation —Apply before liquid polish to protect nail and retain its fine texture.
31-405. Postpaid 35¢
Cutex Oily Polish Remover —Does not make nails brittle because of the oil. A useful preparation.
31-406. Postpaid 35¢ | Lotion and Cream
Here indeed is a wonderful offer—a lovely hand lotion and a general purpose cream. The novel hand-shaped bottle contains a fast-drying, non-sticky lotion that softens and whitens the hands. The milk cream is an all-purpose beauty cream made from pure milk oils processed with other oils. Cleanses deeply. Leaves skin youthfully lovely.
31-408. Postpaid 50¢ |
|--|--|---|

REMEMBER: Simpson's Pay the Postage

Smart New York Style 3-Piece Toilet Set
A beautiful three-piece toilet set that will add a distinctive note to Milady's boudoir. Chrome-plated trim and handles on hair brush, mirror and shell comb in a lovely modernistic design. Handles of brush and mirror are a tubular style making them easier to hold in the hands. Choice of Black, Blue or Green.
31-409. **Postpaid 1.75**

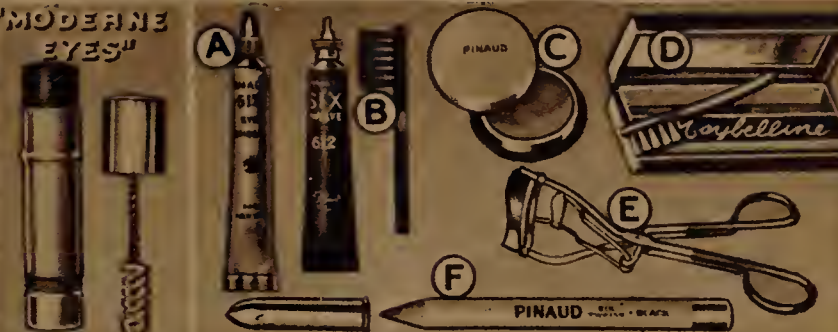


Pearl Celluloid Finish 5-Piece Toilet Set
Gracefully designed and decorated. Lustrous pearl finish on celluloid handles and backs of brush, comb and mirror, scissors and file. Choice of Rose or Green. Very good quality and a lovely addition to your dressing table. Ornamental and so useful.
31-410. **Postpaid 2.25**
Smaller size. Same quality design and colors as above. 5-piece set.
31-411. **Postpaid 1.75**



"Lady Helen" Beauty Preparations
New scientific preparations that are so necessary for the proper care of the skin. Regular 50c each.
Astringent—An excellent skin tonic.
31-412. **29¢**
Vanishing Cream
31-413. **29¢**
Turtle Oil Cream—A rich skin food.
31-414. **29¢**
Face Powder—Nat., Rach., Peach or Olive.
31-418. **Postpaid 29¢**

Cleansing Tissues
White Velvet—A lovely soft, white cleansing tissue specially prepared for Simpson's. Exceptionally good value. Very absorbent. Has many uses. 500 tissues.
31-419. **Postpaid 29¢**
200 tissues.
31-420. **Postpaid 2 boxes 25¢**
Kleenex—White. 500 tissues.
31-421. **Postpaid 29¢**
200 tissues.
31-422. **Postpaid 2 boxes 25¢**



"Moderne Eyes"
Newest and most modern form of mascara—in cylinder container with brush inserted. The most efficient method of covering the eyelashes properly with mascara. An easy way to keep your lashes looking lovely. Choice of Black or Brown. Reg. 75c.
31-423. **25¢**

A Pinaud Eyesheen—Brings a youthful shine to eyelids and lashes.
31-424. **Postpaid 15¢**
B Pinaud Cream Mascara—To inspire youth to the eyes. Black. Brown. With brush.
31-425. **Postpaid 15¢**
C Pinaud Eye Shadow—Makes eyes look larger. Blue, Brown or Green.
31-427. **Postpaid 15¢**

D Maybelline—A well-known cake mascara. Black or Brown.
31-428. **Postpaid 75¢**
E Kurlash—An easy-to-use device for curling the eyelashes.
31-429. **Postpaid 1.00**
F Pinaud Eyebrow Pencil—A lovely soft smooth pencil. Black only.
31-426. **Postpaid 20¢**



"Charmette" Beauty Aids
Adjustable slenderizer, for reducing double chins, wrinkled foreheads, enlarged necks. Washable silk-covered fabric.
31-430. **Forehead Band.**
31-431. **Neck Band.**
31-432. **Chin Band.**
Postpaid, 89¢ Each.

Bathroom Scales
Very practical modern design scale that combines beauty and mechanical perfection. It is scientifically constructed. Light in weight, compact and strong. Legible black figures show weight up to 250 pounds. Fully guaranteed against defects in material or in workmanship. Ivory color. An exceptional value.
31-433. **Post 3.50**

HEALTH-O-METER BATHROOM SCALES



SIMPSON'S LOW CASH PRICES × 139

PETERSON'S

MENS NEEDS AT LOW CASH PRICES

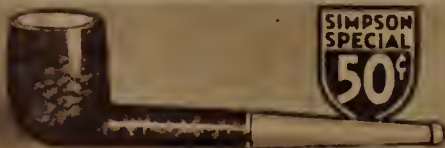
Five Quality Peterson Briars
Patented lip. Vulcanite stem. Choice of Bent, Bulldog or Billiard shape.
50-301 Postpaid, each..... **1.75**

Peterson Flat Oval-Shape
Genuine Amber mouthpiece.
50-302 Postpaid, each..... **1.85**

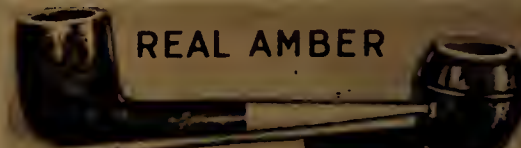
Splendid Pipe at Low Cost
A fine quality briar that gives you a cool smoke and is fitted with a hinged, nickel-plated "safety" cover to prevent sparks flying. Black vulcanite stem. Choice of Billiard, Bulldog or Bent shape.
50-303 Postpaid, each..... **29¢**

Genuine South African Calabash
Pipe on left has compressed meerschaum removable cup. Imitation amber stem.
50-305 Postpaid, each..... **1.75**
Pipe on the right has removable cup of porcelain. Vulcanite stem.
50-306 Postpaid, each..... **95¢**

Your Choice of Five Shapes
It's nice to change your pipe now and then. That's why we suggest you purchase two or three of this group. Cool-smoking French briars—choice of Billiard, Bent, Bulldog, Panelled or Flat Oval. Vulcanite stems. Extra value!
50-304 Postpaid, each..... **20¢**



"Suga-Cure" with Yellow Bowl
Usually sold at 1.00! Briar with bowl having honey finish inside to prevent burning. Aluminum mount.
50-307 Postpaid, each..... **50¢**



Briars in Case
French Briars of excellent quality. Genuine amber. Plated bands. Choice of Billiard, Bent or Bulldog shape. Each in lined case.
50-308 Each..... **1.98**

French Briars in Lined Case
Long favored by men who know good pipes. Choice of Billiard, Bent or Bulldog shape. Imitation amber stems.
50-309 Postpaid, each..... **1.00**

Genuine French Briars... Top Notch Value
A choice quality briar moderately priced. A pipe that gives you a most enjoyable smoke. Real amber mouthpiece. Billiard or Bulldog shape.
50-310 Postpaid, each..... **95¢**

Cigarette Tubes

"Supreme" tubes of rice paper having cardboard tips and absorption pads. Box of 100 tubes.
50-311 2 boxes..... **25¢**

"Rayo" Maker

Handy device that quickly enables you to make your own, using the above "Supreme" tubes.
50-312..... **15¢**

"Hurricane" Lighter

Nickel-plated, streamlined, producing very good flame.
50-313..... **35¢**

Bullet Lighter

Positive - acting - always. Assorted colors. Duco finish.
50-314..... **35¢**

Flints

For all standard lighters. Best grade. Tube of 10 flints and wick.
50-315 2 tubes..... **10¢**



Noted G.B.D. French-Made Briar
Select quality in beautiful finish. Vulcanite stem. Length 5 1/4 ins. Guaranteed.
50-316 Postpaid, each..... **2.25**
Same quality. Genuine amber. Guaranteed.
50-317 Postpaid, each..... **2.75**

The "Chubby" (Lovatt shape) French Briar that fits into vest pocket.
50-318 Postpaid, each..... **30¢**
Flat oval—fine briar with real amber. Length 5 1/4 ins. Reg. 79c value.
50-319 Postpaid, each..... **65¢**

Cigarette Tobacco

"Blue Ribbon"—an old favorite. Extra mild, extra cool—EXTRA GOOD! Finely-cut Virginia and Burley leaves, mixed just right for enjoyable smoking. Package of 1/2 lb. makes about 225 cigarettes.
50-323 Pkg. **69¢**

Pipe Tobacco

Also a "Blue Ribbon" top quality product. Choice mixture of Virginia and Burley leaves. You are assured a cool, satisfying smoke—mellow and fragrant. Comes in handy 1/2-lb. package.
50-322 Pkg. **59¢**

Blended Specially

Virginia and Burley leaves of carefully selected, top grade, are finely blended with choice Oriental tobacco. Has long been a great favorite. Supplied in 1/2-lb. tin.
50-324 Tin. **80¢**



Zipper Pouches... Assorted Leathers
British-made—and that means quality! Assorted, high-grade leathers. Moisture-proof rubberized lining. Regularly sell at 50c.
50-320 Postpaid, each..... **39¢**

Complete Pipe Set
French briar of fine quality—Billiard, Bent, Bulldog or Flat Oval. Vulcanite stem. Zipper pouch. Pipe cleaners.
50-321 Postpaid, set..... **49¢**



Cowhide Brief Case
Genuine cowhide, well-stitched throughout. All-around straps. Extension lock. Two pockets. Black or Brown. About 11 x 16 inches.
50-329..... **3.25**

Two-in-One Case
Combination billfold and license case. Genuine morocco. Five compartments. Zipper. Well-made.
50-326..... **1.35**

Morocco Grain
Has zipper on two sides. License window, pocket with done fastener and one other compartment.
50-325..... **79¢**

Letter Case and Billfold
Carefully made of leather showing a morocco grain. Has two compartments for letters, pocket for bills with zipper. Stamp, card, license compartments.
50-327 Postpaid. **1.25**

Clasp Purse
A handy change purse of leather. Has two compartments. Assorted colors. Frame is 3 1/2 ins.
50-328..... **25¢**

For Toilet Articles
Very useful indeed. Made of durable, grained leather having rubberized lining. Adjustable strap under lid holds toothbrush, shaving brush, file, etc. Black or Brown.
50-330 Postpaid.. **1.59**

Military Brush Set
Backs have nicely enamelled mounts—one initial engraved free on each. Black and chrome finish. Serviceable bristles. Comb included. Lined box.
31-180 Postpaid **1.75**



Shaving Set
Just what every man needs. Mirror is magnifying one side; plain the other. Brush has soft bristles. Mug and cake of shaving soap.
31-181..... **4-Piece Set 79¢**
Styptic Pencil—For small cuts.
31-194 Postpaid, Giant size... **15¢**



Well-Known Shaving Creams

Popular for their foamy lather.
31-182 Lifebuoy, tube..... **29¢**
31-183 Woodbury's, tube..... **35¢**
31-184 Palmolive "Brushless", tube..... **23¢**
31-185 Palmolive, regular tube.... **23¢**



Yardley's Soap

Large cake of shaving soap with celebrated Yardley lavender odor. Supplied in wooden bowl.
31-186 Postpaid **1.00**
Devonshire Bowl
Lavender shaving soap.
31-187 Postpaid **49¢**



Low-priced shaving brush. Good, mixed bristles.
31-189..... **25¢**

Better quality, low-priced brush. Big value.
31-188..... **39¢**

Rubber-set brush with soft bristles.
31-190..... **49¢**

Woodbury's After-Shave Lotion

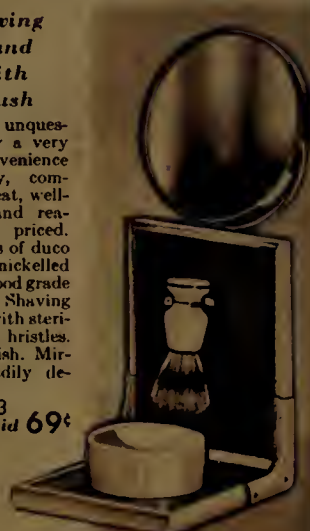
A soothing astringent—makes shaving a real pleasure.
31-191 Postpaid.. **50¢**

Woodbury's Talcum

Very popular everywhere with men.
31-192 Postpaid.. **25¢**

Shaving Stand With Brush

This is unquestionably a very fine convenience—handy, compact, neat, well-made and reasonably priced. Stand is of duco with nickelled trim. Good grade mirror. Shaving brush with sterilized bristles. Soap dish. Mirror readily detached.
31-193 Postpaid **69¢**



140 × BUY SIMPSON'S QUALITY

QUALITY LUGGAGE



'Aeropacks' and Overnight Cases

These "Aeropacks" have been designed specially for women who prefer smart, good-quality luggage plus packing convenience. They are roomy, light in weight and strongly constructed.

(A) "Aeropack" with Grey basket-weave aerotweed covering. 2 selecto-rod dress hangers accommodate from 5 to 7 dresses. Basswood frame, art silk lining, one shirred pocket in body, post handle and safety locks. Metal parts polished steel. 20 ins. long.
32-101 Postpaid..... **5.95**

(B) Overnight Case to match "Aeropack" above. Has shirred pocket in lid and one in body. 18 inches long.
32-100 Postpaid..... **3.95**

(C) Overnight Case with Black cobra-grain fabric covering, post handle, two safety locks, shirred pocket in lid and one in body. Nicely lined. 18 inches long.
32-103 Postpaid..... **2.95**

(D) "Aeropack" with Black cobra-grain durtex covering. Equipped and constructed as "Aeropack" above. 20 inches long.
32-102 Postpaid..... **5.95**

(F) Leatherbound "Aeropack" with Black two-tone, beaver-grain durtex covering. Ends reinforced with leather bindings. Lustrous rayon lining. One shirred pocket in lid and two in body. Also rubber-lined, removable side pocket—so handy for toilet accessories. Three-rod selected dress hanger. Nickelled safety locks and post handle. 21 inches long.
32-111 Postpaid..... **10.95**

(G) Leatherite Club Bag. Always a popular style. Made of Black embossed leatherite. Has cotton lining, metal-protected corners, strong rivetted frame, post handle and good-quality hardware. 18 inches long.
32-107 Postpaid..... **1.95**

Favorite Practical Styles

(E) Men's Gladstone with Hanger. The gladstone is a great favorite among men and here, indeed, is a superb travelling companion. It is so easy to pack—so good-looking—and so well-constructed. Genuine cowhide with top leather straps, leather reinforcements at corners and nickelled hardware. Nicely lined. Has hanger. Shirt fold and pocket on inside divider. 24 inches long. Black.
32-109 Postpaid..... **11.95**

(H) Tourist Case. Built with an eye for strength and durability, as well as for extra packing space. Has "Solidon" construction with steel covering. Blue enamel finish with Black binding. "Linderman" dovetail-jointed body. Metal parts are brass. Sturdy handle. About 27 x 16 x 9 inches.
32-105 Postpaid..... **3.95**

Same as above. About 30 x 17 x 10 ins.
32-106 Postpaid..... **4.25**

(J) Overnight Case. So inexpensive—and so useful! Covered with Grey imitation tweed and has wooden frame. Small mirror in lid. One pocket in body. Post handle and nickelled lock. 14 inches long.
32-104 Postpaid..... **1.69**

(K) Cowhide Club Bag. Genuine cowhide with heavy leather reinforced corners. Has convenient drop handles, nickelled lock and clasps. Well-lined and has a full-length pocket inside. 20 inches long. Black.
32-108 Postpaid..... **5.95**

(L) Leatherite Suit Case. An unusually sturdy case of good size at a remarkably low price. Built on a wooden frame with Black embossed leatherite covering. Has metal corners, swing handle and brassed lock and catches. 26 inches long.
32-110 Postpaid..... **1.85**



Two Favorites . . . Low-Priced

Scout Knife. Has chain, 2½-inch blade, glass cutter, can opener, leather reamer, corkscrew. Imitation stag handle. Nickelled bolsters.
14-100 Postpaid..... **29¢**

Pocket Knife. A dandy for boys! 2 keen blades, imitation stag handle, nickelled bolsters. 3½ ins. long.
14-101 Postpaid..... **25¢**

Spartan Clipper

For use in the home or in the barber shop. Adjustable stroke for general, close and extra close cutting. Remarkably smooth action. Nickelled finish. Extra spring included. A good-quality, useful clipper.
14-102 Postpaid **1.79**

Barber Supplies

Barber Set complete with adjustable, nickel-plated clippers, high-quality, 7½-inch shears, and tapering comb. Constructed to give long service.
14-103 Postpaid..... **1.35**

Clippers only. As above.
14-104 Postpaid..... **98¢**

Shears only. As above.
14-105 Postpaid..... **50¢**

"Schick" Electric Shaver

A shaving comfort that will pay for itself many times over. No blades, soap, creams, brush or lotions needed. Quick, close, painless and easy to use. Splendid for feminine use. For AC or DC current. Full instructions included. A well-known and popular electric razor.
14-106 Postpaid... **13.00**

"Packard" Electric Shaver

A thoroughly dependable shaver, moderately priced. Makes shaving a pleasure—quick, close, wonderfully smooth and painless. No blades, soap, creams, or brush required. For AC or DC current. Complete instructions included. A wonderful convenience.
14-107 Postpaid..... **8.50**



Work Scissors

Three useful styles. Made of nickel-plated steel. Unusually low price.

(A) Work Scissors. 7 inches long. **22¢**
14-110.....

(B) Work Scissors. 6 inches long. **22¢**
14-109.....

(C) Embroidery Scissors. 3½". **22¢**
14-108.....

Shears of Highest Grade Steel

(D) "Premier" Shears. 7-inch. **98¢**
14-114 Postpaid.....

(E) "Premier" Barber Shears. 7½ inches long. **89¢**
14-115 Postpaid.....

(F) Steel Scissors. 5 inches long. **35¢**
14-111 Postpaid.....

(G) Steel Scissors. 6 inches long. **45¢**
14-112 Postpaid.....

(H) Household Shears. 7-inch. **69¢**
14-113 Postpaid.....



Razor Needs

Majestic Blades.
14-121 25 in Package... **25¢**

Gillette Blue Blades.
14-117 5 in Package... **25¢**

Valet Autostrop Blades.
14-118 5 in Package... **25¢**

Durham Duplex Blades.
14-119 5 in Package... **45¢**

Eveready Blades.
14-120 5 in Package... **38¢**

E.Z. Stropper for Gillette.
14-116 Postpaid..... **69¢**

ROLLS RAZOR



Popular "Rolls" Razor

A well-known and widely-used razor. Lasts a lifetime and gives real satisfaction. Blade made of heavy Sheffield steel hollow ground to a fine shaving edge. Built-in honing and stropping device in compact nickel-plated case.
14-124 Postpaid..... **6.95**

Same as above. In silver-plated case.
14-125 Postpaid..... **8.95**

Extra Blade.
14-126 Postpaid... **1.95**



Autostrop Set

"Eldorado Valet" Auto Strop. A compact set having the improved angle for close, smooth shaving. Blades last longer and are easily stropped. Two blades and strop supplied with outfit. In neat case.
14-122 Postpaid... **98¢**

Gillette Set

Gillette's new improved razor — the "Sheraton" — a one-piece set in gilt finish. Gives real shaving satisfaction. Neatly boxed in a compact travelling case. Two blue blades included.
14-123 Postpaid... **98¢**

The Celebrated STEWART GUITAR



995 Spanish and Hawaiian Style Case and Accessories Included

Guitar produces clear, brilliant tones—an excellent instrument at such a moderate price. Well made of select hardwood, nicely finished. Features a romantic decoration. Outfit includes Spanish and Hawaiian instruction books, tuner, Hawaiian accessories, Spanish pick, extra set of strings. Wilf Carter's Cowboy Song Book, cord, sturdy canvas case.

50-340 Delivered 9.95

1250 Semi-Amplifier

Full-size model fitted with semi-amplifier that will produce a big, bright tone yet clear and sweet. Large quantities are sold every year—proof of its popularity. Made of choice hardwood in handsome finish. A well-made guitar of excellent quality. Black, fibreboard case supplied.

50-341 Delivered 12.50

2750 Full Amplifier

"Music Master" model of real mahogany. Tones are clear, rich and of fine volume. Correctly proportioned, full amplifier insures added brilliance. Side opening case is included.

50-342 Delivered 27.50
2.00 down, 10 Months to Pay.
See Page 210.

Same, but with hardwood body in rich brown. With side opening case.

50-343 Delivered 22.50
2.30 down, 10 Months to Pay.
See Page 210.

2350 Regal de Luxe

Full, auditorium model of top grade hardwood with white edges on front and back. Properly arched top and back, insures bigger and richer tones. A fine instrument made to a high standard. Celluloid guard plate. Adjustable bridge. Cord and black fibreboard, hinged case is included.

50-344 Delivered .. 23.50
2.40 down, 10 Months to Pay.
See Page 210.

3500 Concert Model

The "Stewart" regularly sells at 47.00! An outstanding instrument. Tones are unusually rich and pleasing. It is a standard, auditorium model with gracefully arched top, reddish brown in centre. Rosewood fingerboard. Ivorite bound edges. Arched back. Adjustable bridge. Celluloid guard plate. Rayon cord. Case is 3-ply "Firm-Built" and lined, specially made to be durable, yet light.

50-345 Delivered 35.00
3.50 down, 10 Months to Pay. See Page 210.



1395 Moderately-Priced Hohner

Better-than-usual value here. A genuine Hohner with clear, rich tone, plenty of volume and of durable construction. Has 21 treble keys, 8 basses, 16-fold bellows with corner protectors. Strong leather straps.

50-347 Delivered 13.95

995 Special Value! Reg. 12.50

A fine-toned accordion with two rows of treble keys—21 in all. Has 8 bass keys, steel reeds and the bellows have metal corner protectors. Made in one of the best factories—famous the world over for high-class workmanship.

50-346 Delivered 9.95

USE THE BUDGET CLUB SEE PAGE 210



3150 Serenader Accordeons

Among the best obtainable in Canada at such fair prices. Tone quality on a high level—true, rich and sonorous with lots of volume. Has 25 piano keys (see below for basses) 2 sets of steel reeds, 14-fold bellows with corner protectors. Shoulder straps. Instruction book. Strong carrying case is included.

With 12 basses.
50-348 Delivered 31.50
3.20 down, 10 Months to Pay. Page 210.

With 24 basses.
50-349 Delivered 42.50
4.30 down, 10 Months to Pay. Page 210.

Serenader Accordeons are made by one of the leading manufacturers. Only high-grade materials are used.



1500 Violin Outfit Complete

Violin has spruce top, maple back, ebony trimming, chin rest. Bow, tuning pipe, adjustable stand, E string adjuster, resin, set of extra strings, mute, instruction book, felt-lined case.

50-354 1.50 down, 10 Months. 15.00

50-356 Steel strings, E. A. D. G. Each 10c

795 Outfit at Very Low Price

Designed for the beginner. Regular size having spruce top and maple back. Chin rest. Bow, set of extra strings, pitch pipe, resin, mute, instruction book, lined case. A wonderful value.

50-355 Delivered 7.95

50-357 Gut strings, E. A. D. G. Each 20c



"Radio Favorite"

And a real favorite, too. Borrah Minevitch "technique" tone, 10 single holes, 20 feather action reeds. Wind-saving tone chambers. Lip comfort plates.

50-363 Postpaid 1.00

"Meteor"—Has 10 single holes, 20 reeds, colored, duco-finished covers. Fine tone and fine value.

50-361 Postpaid 35c

"Musician"—12 double holes and 24 reeds.

50-362 Postpaid 19c

Hohner "Chromonica"

... Professional Models

Used extensively in harmonica bands.

"Super Chromonica"—4 chromatic octaves, 64 reeds, 16 holes, slide for half-tones.

50-358 Postpaid 5.00

"Super Chromonica" with 3 chromatic octaves, slide for half-tones.

50-359 48 reeds and 12 holes. 3.50

"Hohner Band"—Excellent tone and good volume. 10 single holes and 20 reeds.

50-360 Postpaid 50c



11000 Serenader Concert Model

Our best accordion . . . a source of endless pleasure to the listener and deep pride and satisfaction to its owner. Just one word describes the quality and richness of its tone . . . magnificent! Rich, harmonious chords from deepest bass to highest treble. Full melodic piano keyboard of 41 keys; 120 bass keys. Octave coupler, 14-fold metal protected bellows, 3 sets of steel reeds. White and black pearl celluloid. Carrying case. Instruction book.

50-350 Delivered 110.00

11.00 down, 10 Months to Pay. Page 210.

Serenader Piano Accordion with 34 piano keys and 48 basses. 2 sets of steel reeds.

50-351 Delivered 65.00

6.50 down, 10 Months to Pay. Page 210.



2500 The Estrella Piano Accordeon

An instrument of truly beautiful tone, smart appearance and faultless workmanship throughout. Responds instantly to lightest touch. Ample volume. Has 25 piano keys, 12 bass keys, 2 sets of steel reeds. Black and white bellows with protective metal corners. Leather straps. Instruction book. Carrying case is supplied with accordion.

50-352 Delivered 25.00

2.50 down, 10 Months to Pay. Page 210.

As above with 24 basses.

50-353 Delivered 35.00

3.50 down, 10 Months to Pay. Page 210.



4250

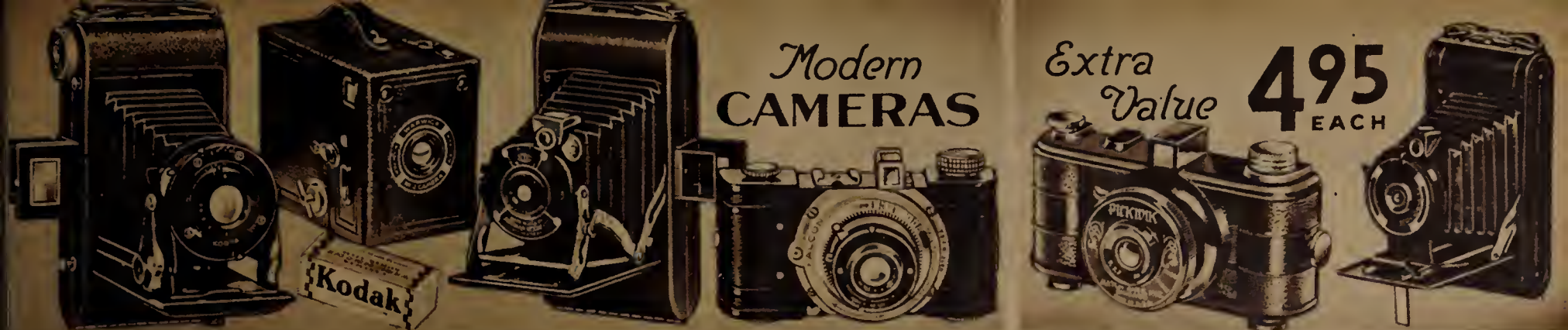
4.30 Down

"Abbott" Professional B-flat Clarinet

"Boehm" system. Ebonite model. Meets full orchestra requirements. Low, true pitch. Has 17 keys also 6 rings. Mouthpiece, reed holder and cap are included. Side opening case is supplied.

50-364 Delivered. 10 Months to Pay. See Page 210. 42.50

142 x SIMPSON'S PAY POSTAGE



Modern CAMERAS

Extra Value

495 EACH



Senior 6-20 Kodak. Bimat lens. Kodex shutter. 8 exposures. $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-381 Postpaid... **16.75**
Same Kodak with 6.3 Anastigmat lens giving sharp definition. Diomatic shutter. Picture size $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-382 Postpaid... **22.00**

"Warwick" Box Camera. 2 view finders. Meniscus lens. Picture $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-385 Postpaid... **1.39**
Verichrome Film, 8 exposures. $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-390 No. 120... **30¢**
 As above. $1\frac{1}{2} \times 2\frac{1}{2}$ ins. 50-391 No. 127... **25¢**

Junior 6-20 Kodak. Single lens. Inst. and Time shutter. $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-383 Postpaid... **9.50**
Same Kodak with 6.3 Anastigmat lens. Shutter speeds 1/100 of a second. Gives clear picture $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-384 Postpaid... **14.50**

Falcon Camera. 16 pictures on 8-film roll. Velostigmat F4.5 lens. Shutter speeds, Time, Bulb, Inst. 1/25 to 1/100 of a second. Picture size $1\frac{1}{2} \times 1\frac{1}{4}$ ins. 50-386... **22.50**
Cowhide Case with shoulder strap. 50-387... **5.50**

Candid Camera. Takes both snapshots and time exposures. Has Graf lens and eye-level view finder. Makes 16 pictures on 8-film roll. $1\frac{1}{2} \times 2\frac{1}{2}$ ins. Complete with carrying case. Moderately priced. 50-388 Postpaid... **4.95**

The "Coronet" Folding Camera. English-make. Meniscus lens. Instantaneous and time exposures. All-metal body and brilliant view finder. "Portrait attachment" included. Picture $2\frac{1}{4} \times 3\frac{1}{4}$ ins. 50-389 Postpaid... **4.95**

Prismatic Binoculars Extra Quality

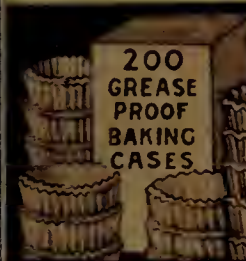
Field view at 1000 yards is 115 yards, and the image is remarkably sharp. Has 30 m.m. lenses accurately ground, also a focusing eye piece. Precision-made throughout. Magnification 8 times. Genuine leather case with carrying straps. 50-392... **18.95**
 10 Months to Pay. Page 210

Best French-Make Field Glasses

Give a remarkably clear view even on dull days. Equipped with 54 m.m. lenses. Give magnification 4 times. Well-made case with carrying straps. 50-393... **10.00**
 10 Months to Pay. Page 210
 French-made field glasses (not shown). Magnification $2\frac{1}{2}$ to 3 times. 43 m.m. lenses. Well-made case with strap. 50-394... **7.50**

Super-Power Sport Binoculars

Indispensable for full enjoyment of sporting events indoors — outdoors. Adjustable to proper width between pupils of eyes. Shoulder strap attached. In good-quality case. 50-395... **1.95**



Baking Cups
 For perfection in baking use these scorch-proof baking cups — so useful and convenient. 200 cups. 50-396... **18¢**

Bridge Cards
 Linen-finish with gilt edges. Comes in an assortment of lovely designs. Double pack in tuck case. 50-397... **83¢**

Single Pack
 Bridge-size playing cards. Good-quality linen-finish with plain edges. Red or Blue conventional design. 50-398... **29¢**



Fibre Lunch Box
 Ideal for the schoolboy or girl! Compressed fibre case with reinforced corners and handle. A strong partition forms a good-sized lunch compartment and space for pint-sized vacuum bottle which is included. 50-416... **1.35**

Metal Lunch Kit
 Kit of Black Japanned metal with two clasps, and place in lid for pint-size vacuum bottle which is included. A real bargain for such a complete outfit at this low price. 50-414 Postpaid... **1.00**
 Vacuum bottle only. Pint size with cup cover. 50-415 Postpaid... **45¢**

Cowhide Bag
 A well-constructed bag with wide gussets and roomy outside pocket. Genuine cowhide. Boys' (with shoulder strap). Black or Brown. 50-412... **1.29**
 Girls' bag (with handle). Black or Brown. 50-413... **1.29**

Fitted School Bag
 A junior-size school bag fitted with scribbler, pen and pencils, ruler, chalk, crayons and eraser—33 pieces in all. An ideal set for the young student—it is so completely fitted with every need—and so low-priced. Boys' (with shoulder strap). 50-410 Postpaid... **59¢**
 Girls' (with satchel straps). 50-411 Postpaid... **59¢**



Exceptionally Good Quality . . . Specially Priced
 A bargain indeed at this low price! Such good quality and such a generous supply—72 sheets of note paper and 48 envelopes in each packet. Has a luxurious linen finish and easy-writing surface. A Simpson Special that you cannot afford to miss. 50-399 Postpaid... **35¢**

FOUNTAIN PENS



Waterman's "Ink-Vue"
 (A) Has visible ink window which tells when to refill. Barrel in choice of Grey Pearl, Brown Pearl or Black Pearl. Medium or Fine 14K. nib. 50-417... **3.00**

Parker "Challenger"
 (B) Noted for its ease in writing. Unbreakable "Permanite" barrel. Fine or Medium 14K. gold nib. Grey, Burgundy or Black. 50-418... **2.75**

Big Value Pen
 (C) Has non-corroding stainless steel nib. Medium point only. Assorted colors. 50-420... **29¢**

Specially Priced
 (D) Well-made. Fine or Medium point 14K. gold nib. Choice of Brown, Black-and-White or Green mottled pearl. 50-419... **95¢**

Good Quality Writing Folio

Just the thing for traveling and a wonderful convenience for general use. An English-made case of Crocodile-grain leatherette with firm clasp. Three compartments with 30 sheets of good quality paper, 30 envelopes and 6 postcards. Splendid value. 50-400... **49¢**

Writing Folio

Quality stationery smartly arranged in portfolio. Contains 36 sheets and 36 envelopes of good-grade linen-finish paper tied with ribbon. Folds neatly. 13 x 8 ins. open. Very fine-quality Belgian stationery. 50-401... **39¢**

Linen Finish Box Stationery

Lovely, fine-quality linen-finish stationery in an attractive box with picture decoration inside the lid. 24 sheets of note paper and 24 envelopes. Excellent value. 50-402... **49¢**

Commercial Style Envelopes

250 well-gummed white envelopes with blue lining. $3\frac{1}{2} \times 6$ inches. Perfect for everyday use. Good quality. 50-405... **49¢**

Linen Finish Envelopes

Fine-quality linen-finish white envelopes in "Princess" shape. To match "Old Madrid" writing pads listed below. 50-406... **30¢**

Initial Stationery

Add a personal touch to your note paper! Any initial supplied except I, Q and X. 24 sheets and 24 envelopes of fine-quality linen finish. 50-404... **35¢**

Springfield Parchment

Good-quality stationery in a cream shade. 100 sheets of notepaper and 75 envelopes. Splendid value. 50-403... **55¢**

Writing Pads 100 Sheets

Good-quality, linen-finish writing pad. Contains 100 sheets, ruled guide and blotter. Size 8 x 5 inches. See 50-406 for envelopes to match. 50-407... **12¢**
 Size $10 \times 6\frac{1}{4}$ inches. 50-408... **18¢**
 Size 10 x 8 inches. 50-409... **23¢**



SIMPSON'S LOW CASH PRICES x 143

TO BEAUTIFY



Lovely Rose Spray Pattern

Full blown deep pink roses in a spray with dainty blue flowers and green leaves on an ivory-colored background. A gold edge-line encircles each piece. Very artistic and rich-looking. Fine-quality semi-porcelain.

11-250 32-Pce. Set. Service for 6... 5.00
11-251 66-Pce. Set. Service for 8... 14.95
11-252 96-Pce. Set. Service for 12... 19.95
Shipping Charges Paid to Your Nearest Station.

5.00



"Patricia"

A1 Queen's Plate

A lovely pattern in A1 quality Queen's Plate. Heavily-plated with pure silver on 18% nickel base. Complete service for six, as illustrated. Knives have stainless steel blades. In case with "Tarnish-proof" lining. 38-Pce. Set. Service for 6 Persons.

11-259 Delivered... 12.95

11-260 "Patricia" Tea or Coffee Spoons. Each... 15¢

11-261 "Patricia" Dessert Spoons, Dessert Forks, Salad Forks or Butter Spreaders. Each... 25¢

11-262 "Patricia" Dessert or Dinner Knives with stainless steel blades. Each... 45¢

Stainless Steel

"Catalin" Handles

Strong every-day knife and fork set moderately priced. Six knives and 6 forks made of stainless steel with white catalin handles. Nicely arranged in box. A most useful set that will give years of service.

Postpaid. 11-263... 1.59

Lovely

"York" Pattern

Simple design and extra quality make this set appear to be much more expensive. Made of stain-resisting nickel. Set consists of 6 Dessert Knives with stainless steel blades. 6 Dessert Forks, 6 Dessert Spoons and 6 Tea Spoons.

24-Pce. Set. 11-264... 2.98
6 Tea Spoons. 11-265... 48¢
6 Dessert Spoons or Forks. 11-266... 78¢
6 Dessert Knives. Postpaid. 11-267... 1.14

124-PIECE SET

24.95

25.00 DOWN



24 PCS. CUT GLASS



Complete Service for Eight

Let your table reflect the beauty of this smart Dinner Service consisting of:

66-Pce. Set of Dinnerware of semi-porcelain in a strikingly new and different design. Border of light-blue furnishes a background for colorful spray of roses and tiny flowers of pink and yellow. A tan edge-line and the graceful scrolls complete the beauty of the pattern. A good-quality low-priced set.

24-Pce. Set of Glassware. Fine clear glass of good quality with attractive cut pattern. 8 water goblets, 8 sherbets and 8 plates.

34-Pce. Set of Silver-Plated Ware in attractive "Norman" pattern.

11-253 Complete service for 8. 24.95

Dinnerware only as above.

11-254 96-Pce. Set. Service for 12. 19.95

Shipping Charges Paid to Your Nearest Station



Cottage Dinner Set — Forty-One Pieces — Semi-Porcelain

Just the set for a small family. A spray of colorful dainty flowers on ivory background. Tan border-line. A kitchen set of the same pattern is included.

11-258 41-Piece set complete. Shipping Charges Paid to Your Nearest Station. 8.95



Lovely Pie Plate

A gracious asset to your table. Made of "Viking" silverplate. Beautifully pierced and embossed. Heatproof "Glass-bake" lining. In two useful sizes. Postpaid.

9 inches. 11-277... 1.95 | 8 inches. 11-278... 1.75

8 inches. 11-275... 2.95 | 7 inches. 11-276... 2.25

8 inches. 11-275... 2.95 | 7 inches. 11-276... 2.25

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8 inches. 11-275... 2.95 | 7 inches. 11-276... 2.25

66PCE.DINNER SET

34 PCS. SILVER PLATE

YOUR TABLE



4.75

Goy, Colorful Hollyhock Pattern

Graceful sprays of hollyhocks in lovely pastel shades bloom realistically on each piece. The fluted edges add a note of splendor to the pattern. Ivory-colored background. Distinctive and modern in design. Fine-quality semi-porcelain.

11-255 32-Pce. Set. Service for 6... 4.75

11-256 66-Pce. Set. Service for 8... 12.50

11-257 96-Pce. Set. Service for 12... 17.50

Shipping Charges Paid to Your Nearest Railway Station.



"Biltmore" Pattern

E.P.N.S. quality in attractive "Biltmore" pattern. Set consists of Dinner Knives with stainless steel blades, Dinner Forks, Dessert Spoons, Tea Spoons, Butter Knife and Sugar Shell. Each set in lined case.

11-268 26-Pce. Set. Service for 6. 4.95

Delivered. 11-269 34-Pce. Set. Service for 8. 5.95

Delivered. 11-269 34-Pce. Set. Service for 8. 5.95

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Delivered. 11-269 34-Pce. Set. Service for 8. 5.95

144. x BUY SIMPSON'S QUALITY



Troy for Bread or Rolls

"Victorian" silver-plate on copper. Neatly embossed design in centre. 11-279 Postpaid... 1.00

Sugar and Cream Set

Gilt-lined, silver-plated sugar set on nicely embossed tray. 11-280 Postpaid... 1.95

E.P.N.S. Pie Server

Graceful, pierced design on blade, embossed motif on handle. 11-281 Postpaid... 39¢

Baby Spoon Silver-Plated

Attractively embossed. Would make a lovely gift for a First Birthday. Any name engraved free. 11-272... 50¢

Baby Cup Silver-Plated

Has gilt lining. A useful size that stands firmly and will not easily tip over. Any name engraved free. 11-273... 1.00



PLIOFILM OR RUBBER RAIN CAPES



CHESTERFIELD SUITE SLIP COVERS



Look Lovely When it Rains

Capes of light-weight transparent Pliofilm or soft, pliable Rubber. They slip on easily over heavy coats. Fastened with domes.

Pliofilm Cape with Collar
Choice of Red, Blue, Yellow.
Women's 44 inches long.
51-310..... **1.45**

Rubber Cape with Collar
Semi-transparent. 3 domes.
Coral, Blue or Transparent.
Women's 44 ins. long.
51-311..... **1.25**

Pliofilm Cape with Hood
Red, Blue, Yellow. Misses'
39". Children's 33".
51-313..... **1.00**

Rubber Cape with Hood
Opaque colors. 2 domes.
Red, Blue, Green. Children's
27 inches long.
51-312..... **98¢**

Oiled Silk Umbrella

Made of sheer, bright oiled silk of good-quality. 16-rib frame. Composition handle with one initial. Black, Navy, Transparent, Red or Green.

51-314 **Postpaid**..... **2.49**

Rayon Taffeta Umbrella

Waterproof Taffeta with attractive border. 10-rib frame. Composition handle with one initial. Black, Brown or Navy.

51-315 **Postpaid**..... **1.95**

Home-Spun Slip Covers

Excellent quality, heavy, woven homespun in lovely colors. Rust or Green.

51-319 3-Piece set for Chesterfield and 2 Chairs. **Postpaid**..... **12.75**

51-320 Chesterfield Cover only..... **Postpaid**..... **5.95**

51-321 Wing Chair Cover only..... **Postpaid**..... **3.50**

51-322 Club Chair Cover only..... **Postpaid**..... **3.50**

Cretonne Slip Covers

Good quality Cretonne in lovely Colonial pattern with overcheck. Rust or Green.

51-323 3-Piece set for Chesterfield and 2 Chairs. **Postpaid**..... **8.95**

51-324 Chesterfield Cover only..... **Postpaid**..... **3.98**

51-325 Club Chair Cover only..... **Postpaid**..... **2.59**

51-326 Wing Chair Cover only..... **Postpaid**..... **2.59**

Each of the above sets fit standard pieces with enough to tuck around cushions.



Zipper Fasteners . . . Good Quality . . . Low-Priced

Metal Fasteners (on Black or Brown Tape)

- Smooth Operating
- Rust Proof

Not Separable, for Dresses, Skirts, Etc. (A)

51-327 5, 6 or 7 ins. **20¢**

Each.....

51-328 Length 8 ins. **25¢**

51-329 Length 10 ins. **30¢**

51-330 Length 12 ins. **35¢**

51-331 Length 15 ins. **45¢**

- No Rough Edges
- Lock in any Position

Separable, for Windbreakers, Jackets, Etc. (B)

51-332 Length 12 ins. **45¢**

51-333 Length 15 ins. **55¢**

51-334 Length 18 ins. **60¢**

51-335 Length 20 ins. **65¢**

51-336 Length 24 ins. **75¢**

Plastic Fasteners

- Lovely Colors
- Lightweight

Colored plastic on matching tape. Excellent for dresses, slacks, playsuits, etc. Black, White, Red, Blue, Green. (C)

51-337 4 or 5 ins. **30¢**

Each.....

51-338 6 or 7 ins. **35¢**

Each.....

51-339 Length 8 ins. **40¢**

51-340 Length 10 ins. **45¢**



SLIP COVERS

Cretonne Couch Cover

Give a new couch protection or renew an old one with this good-quality cretonne cover in conventional floral pattern. The colors are bright yet the pattern is in such good taste it will be in harmony with your room color scheme. In choice of Rust or Green background.

51-318 **Postpaid**..... **1.19**

Couch Cover and Two Cushions

Made of excellent-quality woven homespun in an attractive striped and flecked design. Attractive and serviceable colors. Rust or Green.

Cover and 2 Cushions. 51-316..... **1.98**

Couch cover only. 51-317..... **1.39**



ARTIFICIAL FLOWERS

Roses and Fern

So real looking you would think they had just been taken from the garden. Six roses and three fern leaves in bouquet. Choice of American Beauty, Tea Rose or Pink. Splendid value.

51-341 **Postpaid**..... **49¢**

Sweet Peas and Fern

Five lovely blossoms on each spray. The colors are shaded from white, delicate pink and mauve to red and deep purple. Six sprays of sweet peas with three fern leaves.

51-342 **Postpaid**..... **49¢**

Memorial Wreath

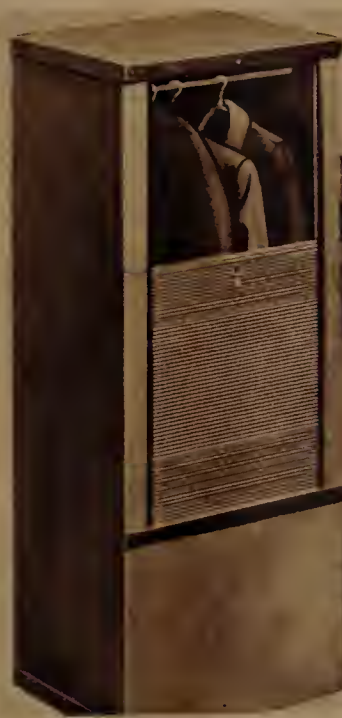
Waxed sweet pea blossoms and a large chrysanthemum with a long palm leaf, on a green moss foundation. 16 inches across.

51-344 **Postpaid**..... **98¢**

Table Centre

A gay bouquet of colorful spring flowers and fern arranged in a holder to form a perfect centerpiece for your table.

51-343 **Postpaid**..... **89¢**



Cedarized Wardrobe

Furnishes extra wardrobe space and is excellent protection from dust as well as being Cedarized. Has sliding drop door. Well-constructed of extra-heavy corrugated cardboard with wood reinforcements. Space to accommodate about 12 garments. A wonderful storage convenience for everyday use or for storing garments away. About 60 x 22 x 20 inches.

51-345 **Postpaid**..... **2.59**



Cedarized Garment Bags

Large-sized, heavy duotone paper bags so handy for storing away garments. As well as being Cedarized they are dustproof. They are equipped with four fasteners at side and hook for hanging. About 60 x 2 x 27 inches. Bring your order up to **5.00 or over**, of goods from our catalogues.

51R346 Set of 4. **Postpaid**..... **64¢**

Odora Cedarized Chest

Excellent storage space for Winter clothing or blankets. Heavy corrugated cardboard treated with oil of cedar and has secure fastening overlapping lid. 12 x 14 x 30 inches.

51-348 **Postpaid**..... **69¢**



Cedarized Garment Bag

Made of extra-heavy paper with white lining. It is Cedarized for protection against moths as well as being dustproof. One bag accommodates at least three garments. Equipped with four sliding fasteners at side and hook for hanging. Extra large size. Made with large infold to give ample storage space. About 60 x 3 x 27 inches.

51-347 **Postpaid**..... **39¢**

**SOLD ONLY IF INCLUDED
4 FOR
64¢
IN ORDER OF
\$500
OR OVER**

**Hemco
CEDARIZED
STORAGE
BAG**

**ODORA
Cedarized
CHEST**

USE THE **BUDGET CLUB** SEE PAGE 210 X **145**



Coats' Thread
6-cord cotton.
Sizes 10, 36, 40,
50, 60. 250-yards.
Black or White.
51-201 10¢
1 spool.

Clapperton's
6-cord cotton
sewing thread.
Sizes 10, 30, 40,
50. 200-yards.
Black or White.
51-202 21¢
3 spools.
51-203 82¢
12 spools.

Coats' "Sheen"
Mercerized cot-
ton. Size 50.
Black, White and
the newest popu-
lar shades. 80-
yards. Boilfast.
51-204 15¢
3 spools

Clark's
Button Thread
Extra strong but-
ton thread. 50-
yards. Black only.
51-205 10¢
1 spool.

Big Boy
General purpose
sewing cotton.
Black or White.
500-yard spools.
In size 40 only.
51-206 10¢
1 spool.

Beldings
Boilfast sewing
silk. 50-yards.
Black, White and
the newest popu-
lar shades. "A".
51-207 15¢
2 spools
Beldings "Royal"
51-208 15¢
3 spools

Evertex
A new, wonder,
elastic thread.
For snug-fitting
waistbands, cuffs,
socks, belts—
any number of
articles where
shirring may be
used. Instruc-
tions included.
Black, White,
Yellow, Blue,
Brown or Red.
51-209 15¢
1 spool.

EVERTEX
ELASTIC
SEWING THREAD



(A) **Bucilla Crochet and Knit-
ting Cotton.** "Red Label".
800 yards. Unbleached. Smooth
finish and strong.
51-210 40¢
1 skein

(B) **Beldings Artsyl Floss.**
Boilproof. 4-strand. 4½-yard
skeins. White, Black and Colors.
51-211 10¢
4 skeins

(C) **Crochet Book.** Patterns
"For Your Home".
51-212 Each 15¢
Crochet Book. "New Table
Settings".
51-213 Each 15¢

Crochet Book. "New Edgings".
Many lovely patterns.
51-214 Each 15¢
(D) **Round Embroidery Hoops.**
6-inch hoops. Felt-lined.
51-215 Pair 19¢

(E) **Clark's Crochet and Knit-
ting Cotton.** For carpet warp,
candlewick, bedspreads, etc.
White or Ecu. 350 yards.
51-216 15¢
1 skein

(F) **Corticelli Embroidery
Cotton.** Boilfast. 6-strand.
8-yard skeins.
51-217 15¢
6 skeins

Clark's Embroidery Cotton.
Boilfast. 6-strand. 8¾-yard
skeins.
51-218 15¢
6 skeins

(G) **"Boye" Crochet Hook.**
Sizes 00, 0 and 1 to 14.
51-307 Each 10¢

(H) **Cronita Crochet & Knit-
ting Cotton.** White, Ecu,
200-yard balls. Colors, 150-yard
balls. Boilfast.
51-219 20¢
1 ball

(J) **Coats' Mercer Crochet
Cotton.** White, Ecu, 10 to 60.
Pink, Nile Green, Blue, Yellow.
Size 30 only.
51-220 10¢
1 ball

(K) **Coats' Mercer Crochet
Cotton.** White or Ecu, 10, 20,
30, 40, 50, 60. Has 3 to 5 times
quantity of a 10c ball. A very
good value.
51-221 25¢
1 ball

**Hot Iron
Transfers**
10 sheets including
alphabets, designs
for bedspreads,
towel-ends, novelty
motifs. Also bird
and animal motifs.
51-222 25¢
10 sheets.

Knitting Bag
Made of striped and
checked homespun.
Fancy wood handle.
Nicely lined.
51-225 89¢

Cushion Cover
Heavy factory cot-
ton. Front tinted
and stamped for em-
broidering. 5 skeins
of thread included.
Choice of Canada
or Rose and Vase
design.
51-223 29¢
Cushion cover only.
51-224 19¢

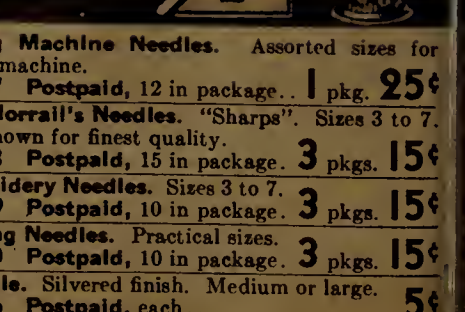
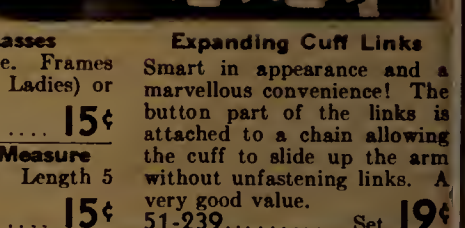
Stamped Apron
Colorful piping on
edges. 4 skeins of
embroidery thread
included.
51-226 39¢

Ric-Rac Braid
(L) Colors: Pink,
Red, Copen, Nile,
Yellow, White. Size
5. 6 yards on card.
51-227 17¢
2 cards...

Bias Tape
(M) **Double Fold.**
¾-inch. 6 yards on
card. White, Apple
Green, Nile,
Orange, Black, Yel-
low, Rose, Pink,
Scarlet, Light Blue,
Lavender, Copen.
All boilfast. Tube
of thread to match.
51-229 25¢
2 cards...

(N) **Single Fold.**
½-inch. 6 yards on
card. Same colors
as above.
51-228 21¢
2 cards...

India Tape
(P) English-made
of superior cotton.
Bundle of 12 pieces
in assorted lengths
and widths. White.
51-230 15¢
1 bundle...



Utility Kit
Fitted with silk,
wool, and cotton in
the newest shades
for mending hos-
iery, lingerie, dres-
ses etc. Needle
included.
51-231 25¢

Acme Mending Wool
Greys, Browns, Naturals, Fawns,
Black, White, Mixed colors, also
Black-and-White. 96-end plait.
51-234 15¢
2 plaits for

Acme Mending Wool
Greys, Browns, Naturals, Fawns,
Black, White. 50-yard skein.
51-232 18¢
4 skeins for

Mercerized Mending Cotton
Newest hosiery colors. Each ball
11 yards.
51-233 10¢
10 balls

Mercerized Mending Cotton
4-ply mercerized cotton. Newest
hosiery colors. 11-yard balls.
51-237 12¢
10 balls

Metal Arm Bands
Made of flexible sil-
vered spring wire.
Comfortable and
will hold securely.
Very popular with
men and boys. Very
low-priced.
51-238 17¢
Pair

Snow or Sun Glasses
Lens of soft smoke tone. Frames
in choice of White (for Ladies) or
Shell (for Men).
51-235 15¢
Pair

Dean's Linen Tape Measure
Both sides show inches. Length 5
feet. Metal ends.
51-236 15¢
Each

Expanding Cuff Links
Smart in appearance and a
marvellous convenience! The
button part of the links is
attached to a chain allowing
the cuff to slide up the arm
without unfastening links. A
very good value.
51-239 19¢
Set

**6 DOZEN
PEARL
BUTTONS**
Assorted Sizes



Pearl Buttons
For children's clothing. Assort-
ed sizes.
51-241 25¢
6 dozen

Rustproof Snap Fasteners
Black or White. Small, Med. or
Large. 12 on a card.
51-240 10¢
3 cards



Pin Collection
A very useful collection of pins
in assorted sizes. 3 cards of
steel safety pins (12 on card).
1 bunch of 40 safety pins. 2
cards of gilt safety pins (12 on
card). 12 snaps on card. 200
straight pins. Splendid value.
51-242 25¢
Complete



Venus Safety Pins
12 rustproof pins on card.
Guarded coil. Assorted sizes.
5 cards.
51-243 25¢
60 Pins

Derby Safety Pins
Strong, nickelled steel. Assorted
sizes. Very good value at this
price. 6 cards.
51-244 18¢
72 Pins

**SAVINGS
ON
NOTIONS**



Needle Book
114 rustproof needles. Assorted
sizes. Threader included.
51-245 15¢
Complete

Plain Pins
Rustproof pins of nickelled
brass. 1-inch size. Sheet con-
tains 200 pins. 3 sheets.
51-246 15¢
600 Pins



Sewing Machine Needles. Assorted sizes for
Singer machine.
51-247 Postpaid, 12 in package... 1 pkg. 25¢

Abel Morrill's Needles. "Sharps". Sizes 3 to 7.
Well known for finest quality.
51-248 Postpaid, 15 in package. 3 pkgs. 15¢

Embroidery Needles. Sizes 3 to 7.
51-249 Postpaid, 10 in package. 3 pkgs. 15¢

Darning Needles. Practical sizes.
51-250 Postpaid, 10 in package. 3 pkgs. 15¢

Thimble. Silvered finish. Medium or large.
51-306 Postpaid, each... 5¢



(A) Hickory Supporters. Black or White. Extra strong and serviceable. State color and size. Babies' 2 to 4 years. 51-253 Pair..... **27¢**
Children's 4 to 6 years. 51-254 Pair..... **29¢**
Children's 6 to 9 years. 51-255 Pair..... **32¢**
Junior Misses' 9 to 12 years. 51-256 Pair..... **35¢**
(B) "Pin-On" Supporters. Babies', Children's or Misses'. Black or White. 51-251 Pair..... **18¢**

(C) "Comfort" Support of White cotton. Has elastic garters and buttons for bloomers. Ages 4, 6, 8, 10. 51-257 Each..... **45¢**
(D) "Sew-On" Supporters. Flesh-colored elastic. Two long and two short. 51-252 Set of 4..... **25¢**
(F) Girdlette. Rayon satin and woven elastic. Has 4 elastic hose supporters. Sizes 24, 26, 28, 30, 32 ins. Tea Rose color. 51-258 Each..... **59¢**



FOR FELT-FILLED MATTRESSES

FOR SPRING-FILLED MATTRESSES

Mattress Covers... Good Quality... Low-Priced
Protect your mattress with one of these well-made covers—so easy to put on and to remove for laundering. They are cut full large to allow for shrinkage.
For Felt-Filled Mattresses. Well-made of serviceable factory cotton. Very good value.
54" (full size). 51-259..... **1.29**
48" (¾ size). 51-260..... **1.25**
39" (for single bed). 51-261..... **1.19**
For Spring-Filled Mattresses. Extra heavy factory cotton. 9-inch box gusset.
54" (full size). 51-262..... **1.89**
48" (¾ size). 51-263..... **1.69**
39" (for single bed). 51-264..... **1.49**



(G) Rayon Elastic. Will not twist or curl. Boilproof. White. 3/16 in. Threader included. 51-265.... 6 yards **15¢**
(H) Art-Silk Elastic. Boilproof. Best English quality. Width ¼ in. White only. 51-266.... 8 yards **20¢**
(J) Art-Silk Elastic. Boilproof. English made. ½ in. For garters. Black or White. 51-267... 4 yards **20¢**

Art-Silk Elastic. Boilproof. English made. Width ¼ in. For garters. Black or White. Extra strong. 51-268.... 3 yards **25¢**
(K) Double-Stretch Elastic. Cotton. For lingerie or children's clothing. Width ¼ in. White only. 51-269.... 12 yds. **23¢**
(L) Fine Rayon Elastic. Excellent for lingerie, etc. Width ¼ in. White or Tea Rose. Big value. 51-270.... 12 yards **23¢**



Shoe Laces
Flat, tubular. Black or Brown. 36 ins. 51-273. 2 doz. laces **21¢**
Same as above. Black or Brown. 27 ins. 51-274. 2 doz. laces **18¢**
Round cord. Black or Brown. Good length for sport shoes. 24 ins. 51-275.... 6 pair **10¢**
Art silk shoe laces. Black or Brown. 24 ins. 51-276.... 1 pair **10¢**

Shoe Lacquer
For all smooth leathers—Renew the old color or change to a new one. Black, Red, Brown, Navy, Gold, Silver. For best results use "Rainbow" cleansing fluid first. 51-277 With brush. **15¢**
Cleaner and Remover for cleaning leather before applying "Rainbow" colors. Also for removing old color. 51-278 With brush. **15¢**

Suede Shoe Cleaner
A rubber sponge pad in handy case. Rub over suede shoes to remove spots. Renews surface. 51-279..... **25¢**



Pot Cleaners
Quickly remove stubborn particles of food from pots and pans with these handy wire cleaners. Diameter about 4 inches. 51-303..... 5 for **15¢**
Chair Pad
A gay colorful design. Oilcloth top and felt back. Nicely bound at edges with Red or Green tape. 51-298 Each..... **23¢**
or 4 for 89¢

Wooden Bag Frames
Nicely polished. Ideal for knitting or shopping bags. (A) Slips over hand. 13-in. frame in 2 pieces. 51-299..... **35¢**
(B) 12-in. frame. 51-300..... **25¢**
Pot Holders
Two pads made of gay print in oilcloth holder to match chair pad at left. Bound at edges with Red or Green tape. 51-297 Complete.... **19¢**



Make Your Own Rugs—Patterns, Wool and Hooks.
Each pattern stamped on firm, heavy burlap in natural color. Write for free interesting leaflet of rug patterns.
(A) Rug Pattern. Three kittens at play. Size about 24 x 36 inches. 51-284 Postpaid.... **35¢**
(B) Rug Pattern "Scottie" dog. Size about 24 x 36 inches. 51-285 Postpaid.... **35¢**
(C) Rug Pattern "Old Mill". Size about 28 x 57 inches. Makes a beautiful rug. 51-286 Postpaid.... **69¢**
(D) Standard Hooker. Wooden handle. 51-288..... 2 for **29¢**
(E) Bluenose Hook. Adjustable for size of stitches. 51-287 Each..... **95¢**
(F) Rug Wool. Colors: Cardinal, Black—Light, Medium or Dark Drab—Light, Medium or Dark Wedgewood Blue—Light, Medium or Dark Green—Biscuit, Light Biscuit, Fawn, Nut Brown, Amethyst, Light or Dark Grey, Gold, Dull Gold, Carnation, Rose, Crimson, Maroon. 51-289 .. 2-ounce skein **16¢**

39¢ Twin Pin Circular Knitting Needle
Specially constructed for knitting seamless garments. Ideal for sweaters, skirts, sleeves, etc. Good-quality, nickel-plated rustproof steel. Sizes 10, 11, 12, 13. 51-290 29 inches. 51-291 24 inches. Your choice, Postpaid, each.... **39¢**

Erinoid Needles. Knobs at one end. 15 ins. Sizes 5, 6, 7, 8, 9, 10, 11. 51-292..... 1 pair **15¢**
Same as above. 12 ins. 51-293..... 1 pair **10¢**

Oil Silk Bowl Covers
A perfect addition to your pantry for keeping food fresh and well covered. Made of transparent oiled silk. Set of five in assorted sizes. 7, 5½, 5, 4½ and 3 inches across. 51-295 Set of..... 5 for **59¢**

"Lastex" Elastic
Extra heavy cotton elastic webbing suitable for wrists and waistbands on windbreakers, jackets, etc. also for mitts. Width 2½ ins. Navy, Black, Brown, Fawn, Maroon, Green. 51-271..... 1 yard **25¢**

Dress Shields
Protect your dresses with these high-grade gum rubber shields. Covering of Flesh or White double nainsook. Medium or Large. 51-272..... 1 pair **20¢**

Ribbon for all Purposes
Hair ribbon of lovely lustrous rayon satin—the same on both sides. 3 inches wide. White, Sky, Pink, Red, Maize, Nile. 51-280..... 1 yard **15¢**
General purpose ribbon. For hat trimmings, baby clothes, lingerie, gift-tying, etc. ¼-inch. White, Pink, Sky, Red, Maize, Nile. 51-281..... 4 yards **10¢**
Same as above. ½-inch wide. 51-282... 2½ yards **10¢**
Same as above. ¾-inch wide. 51-283.... 2 yards **10¢**



Ironing Pad
Brown felt with firmly bound edges. Cover of factory cotton with eyelets. Long cotton lace. 51-301 Complete **59¢**
Cover and Lace only. 51-302..... **25¢**
Strong Whisk
Made of corn broom. 10½ inches long. 51-304..... **25¢**



Coverall Rubber Apron
Made of heavy quality rubber. Polka Dot design with wide frilling at edge. Ties at back. Colors: Jade Green, Red, Blue. 51-305 Each.... **49¢**
"Snow White" Dime Bank
Locks when first dime deposited, unlocks at \$5.00. Registers savings. 51-296 Each.... **19¢**

SIMPSON
SPECIAL

10¢

Simpson's
4-Ply
Ivy Brand
English Fingering

Simpson's 4-Ply Ivy
Low-Priced... Lovely Colors

You will make a worthwhile saving if you buy a quantity at this low price. Extra good quality English fingering wool. Black, White, Primrose, Light Rose, Pink, Sky Blue, Lotus Blue, Cocktail Red, Tangerine, Light Spring Green, Camel, Tobacco Brown, Brick Rust.

51-141 One-ounce ball... 10¢

Simpson's QUALITY YARNS

SIMPSON'S
ANDALUSIAN

CROCHET KNITTING
WOOL

SPECIAL
OMBRE WOOL

SIMPSON'S
ZEPHYR
YARN

SIMPSON'S
SILK TWIST

Redbird
Knitting Wool

Simpson's Andalusian

High-quality, serviceable, 4-ply yarn of medium weight, yet very warm. Particularly good for making up sweaters, jackets and infants' wear. Colors: White, Black, Maize, Buttercup, Shell Pink, Poppy, Sea Green, Venice Green, Bright Copen, Flag Blue, Fawn, Tobacco Brown.

51-142 One-ounce ball... 20¢

Simpson's Crochet Knitting

2-ply, closely twisted. Makes fine suits and garments for children. White, Pink, Apple Red, Rose Raspberry, Turquoise, Baden Green, Sun Yellow, Orangeskin, Light Wisteria, Tuscan Brown, Lotus Blue, Manchu Blue (Royal), Blue de Lyon, Black, Brick Rust. All lovely rich colors.

51-143 One-ounce ball... 20¢

Special Ombre Wool

A 4-ply botany yarn for making afghans, cushion covers, dresser scarves etc. Good selection of beautifully blended colors: Brown and Orange, Red and Rose, Purple and Mauve, Shaded Greens, Blues or Browns. Rich shades.

51-144 One-ounce ball... 16¢

Simpson's Zephyr

A 2-ply Botany yarn that knits into sweaters, baby garments, socks, scarves etc. Easy to handle. Exceptionally good value for such a low price. White, Shell Pink, Light Rose, Cocktail Red, Brick Rust, Coffee Tan, Primrose, Marigold, Nile Green, Parrot Green, Sky Blue, Copen Blue, Black.

51-145 One-ounce ball... 12¢

Simpson's Silk Twist

A beautiful yarn of 3-ply silk-and-wool twist. Very serviceable and smart in appearance. Particularly suitable for pullovers, sweaters, bed jackets, scarves etc. White, Black, Pink, Sky Blue, Nile Green, Canary Yellow, Mauve, Powder Blue, Scarlet, Light Rose, Reseda Green. Moderately priced.

51-146 One-ounce ball... 16¢

Redbird Knitting Wool

A 2-ply yarn for making warm, good-looking garments. Tuscan Brown, Light Rose, White, Cardinal, Nile Green, Copen Blue, Black, Buttercup, Camel, Marigold. Very good quality for such a moderate price.

51-147 One-ounce ball... 9¢

Corticelli
Boucle de Laine
RAYON AND BOTANY WOOL

BOUCLÉ
ART SILK & WOOL TWIST

Corticelli Bouclé-de-Laine

Garments made up of this superior-quality Bouclé are exceptionally beautiful and give long wear. Suitable for dresses, suits and sweaters for women, girls and tiny tots. Made of rayon and botany wool. White, Black, Queen Mary Rose, Asbes of Roses, Powder Blue, Lapis Blue, Anchor Blue (Navy), Dragon Green (dark), Pirate Green (medium), Rust, Pomegranate, Grapetone, Chili Brown.

51-148 Postpaid, One-ounce Skein... 35¢

Simpson's Fine Quality Bouclé

Made of twisted strands of Art Silk and Wool. It makes beautiful sports suits, sweaters, pull-overs and garments for children. Bright, firm finish. Very serviceable. White, Raspberry, Cocktail Red, Garnet (Dark Red), Light Wisteria (Medium Mauve), Sun Yellow, Italian Turquoise, Rustic Green (Dark), Vineyard Green (Medium), Lotus Blue (Light), Blue de Lyon (Medium), York Blue (Dark), Black, Brick Rust, Tuscan Brown.

51-149 Postpaid, One-ounce Skein... 25¢

4-Ply Scotch
Fingering

4-ply Scotch Fingering. Suitable for knitting all kinds of warm, serviceable garments. Mid Grey, Black, Buff, Cardinal, Tobacco Brown, White. Very good quality. Moderately priced.

51-151 Postpaid... 1 lb. 1.15 | 51-152 Postpaid... 1/4 lb. 29¢

3-ply Super Wheeling—Canadian yarn that makes warm garments for all the family. Tobacco Brown, Oxford Grey, Brown Heather, Black, Camel, Cardinal, White. Priced low.

51-153 Postpaid... 1 lb. 95¢ | 51-154 Postpaid... 1/4 lb. 24¢

4-ply Super Fingering—an evenly spun high-grade yarn. Black, White, Oxford Grey, Cardinal, Buff, Brown Heather, Tobacco Brown, Royal Blue. Good quality. Priced low.

51-155 Postpaid... 1 lb. 1.45 | 51-156 Postpaid... 1/4 lb. 37¢

Halifax Fingering—one of the best yarns. Black, White, Buff, Cardinal, Mid Grey, Brown Heather, Green Heather, Blue Heather.

51-157 1 lb. 1.89 | 51-158 1/4 lb. 48¢

Be sure to buy enough yarn to complete your garment so as to avoid slight variation in the color in a later order. Care is taken to see that wool is full weight when it leaves the Mill, but afterwards there may be a slight variation due to atmospheric conditions.

Imported Angora Wool For Beauty, Smartness, Style.

Another one of Simpson's outstanding values. Wonderfully soft wool for infant's bonnets and sweaters. One of Fashion's favorites this season for women's boleros, gloves, mittens, scarves and for trimming on knitted garments. White, Pink, Sky, Wedgewood Blue, Jade, Brown, Buttercup, Coral, Marine Blue.

51-150 1/4-ounce ball... 25¢

MONARCH YARNS

MONARCH
ANDALUSIAN

MONARCH
DOVE

MONARCH
Ann Dora

MONARCH
STARLITE

MONARCH
Crepe de Laine

MONARCH
BABY BOOK

MONARCH
Style

MONARCH
BABY BOOK

Monarch Andalusian

Ideal for making up infants' cozy garments. Soft, serviceable and warm. Of medium weight. Baby Blue, Baby Coral, Baby Pink, Banana, Barbados, Black, Boy Blue, Camel, Cardinal, Cherry Rose, Emerald, Everglade, Friar Brown, Lavender, Lorraine Blue, Maroon, Maybud, Melon Pink, Navy, Olympic Blue, Pearl, Raspberry, Rose, Rustana, Scarlet, Seacrest, Trublu, Turquoise, White, Zinc. Good value.

51-159 1-ounce ball... 25¢

Monarch Dove

Soft 4-ply yarn for knitting of all kinds. Baby Blue, Baby Coral, Baby Pink, Banana, Barbados, Belmont Blue, Black, Boy Blue, Buttercup, Camel, Cardinal, Cherry Rose, Dawn Rose, Emerald, Everglade, French Rose, Friar Brown, Gobel, Jungle Brown, Lavender, Lorraine Blue, Marigold, Maroon, Maybud, Melon Pink, Mordore, Myrtle, Navy, Nile, Olympic Blue, Orange, Pearl, Raspberry, Rose, Rustana, Scarlet, Seacrest, Trublu, Turquoise, White, Zinc. A very popular yarn for knitting satisfaction and low price.

51-160 1-ounce ball... 18¢

Monarch Ann Dora

A wool of superior quality excellent for knitting all types of infants' and children's garments, as well as sportswear of every description. You will be delighted with its soft texture and the ease with which it can be handled and knit into lovely garments. Baby Blue, Baby Pink, Banana, Black, Camel, Dawn Rose, Everglade, Friar Brown, Guardsman, Lavender, Maybud, Raspberry, Scarlet, Trublu, Turquoise, White.

51-161 1-ounce ball... 25¢

Monarch Starlite

A fine-quality yarn of enduring loveliness. Ideal for knitting infants' and children's dainty garments, also for bed jackets, sbawls etc. Wool and art silk mixture. In delicate pastel shades so appropriate for such articles. Baby Blue, Baby Coral, Baby Flesh, Baby Green, Baby Pink, Baby Yellow, Boy Blue, Melon Pink, Orchid, White.

51-162 1-oz. ball... 25¢

Monarch Crepe de Laine

Botany Wool of superior quality in a novelty crepe twist that gives a smart rich-looking appearance to the garment. It is especially suitable for suits, dresses and sweaters for women, girls and tiny tots. You will be fascinated too with the loveliness of the colors: Baby Coral, Banana, Black, Friar Brown, Lorraine Blue, Maybud, Melon Pink, Myrtle, Navy, Pearl, Raspberry, Rustana, Scarlet, Turquoise, White. Low-priced.

51-163 1-ounce skein... 29¢

Monarch Style Books

Monarch stylists have chosen the outstanding designs of the Season and made up these beautifully illustrated books with full, clear instructions on how to make each article. Bables' and Children's. Attractive garments for babies and wee tots.

51-164... 25¢

Ladies'. Latest fashions in Women's knitwear—sweaters, dresses, suits etc.

51-165... 25¢

Afghans. Contains many clever new designs.

51-166... 35¢

148 × BUY SIMPSON'S QUALITY



PURE
LINEN

RED BLUE GREEN



6 FOR
1.44

**Filet Lace
Scarfs. Each 35¢**
or 3 scarfs for 1.00

45-104 How pretty these will look on your dresser or table! Filet lace scarfs in **deep cream**, lovely patterns, reproductions of expensive designs, well woven and firmly finished at edges. You pay a low price here for scarfs of delightfully fine quality! Size about 18 x 50 inches.

**Hand-Made
Scarfs. Each 69¢**

45-105 Heavy Tuscany lace scarfs, **rich ecru**, artistic design of ribbon and daisies. Beautifully hand-made and wonderful value. You'll be simply delighted with them on dresser, table or radio, they give such a pretty effect. They wear well and they launder perfectly. Size about 17 x 44 inches.

**Chair-Back
Sets. A Set 35¢**
or 3 Sets for 1.00

45-106 Very lovely 3-piece fringed sets of **oyster linen**, showing delightful damask and fine openwork designs. 1 head-rest, about 13 x 18 inches. Also 2 arm-rests, each about 6 x 12 inches. Protect your upholstered chairs and chesterfields. And they launder just like new.

**Old Willow
Tea Towels. Ea. 35¢**
or 3 towels for 1.00

45-107 Pure Irish linen tea towels of extra fine quality, with the popular old willow design printed in fast-color **red, blue or green**. Hemmed and laundered ready to use. Just the thing for shower gifts, hope chests, wedding presents, etc. What value you get here! Size about 20 x 30 inches.

12,000 Pillow Cases

Hemstitched and Perfectly Finished
Regularly Sold for at Least 60c a Pair

45-108 What a Great Big Bargain! Fine round-thread bleached cotton pillow cases, with deep spoke-hemstitched hems. Perfectly finished, ready to use. No such pillow case value in years and years! Order early! Order plenty! All you can use for months to come!

Size about 42 x 33 inches.

Bargain Price, Postpaid, each... 25¢ or 6 Cases for 1.44



THREE WIDTHS

The Lasting Quality... White or Grey

| | | |
|---------|---------|---------|
| 45-109 | 45-110 | 45-111 |
| 64-Inch | 70-Inch | 80-Inch |
| Width. | Width. | Width. |
| Yard | Yard | Yard |

45¢

50¢

55¢

IBEX Quality—the Best Make of Flannelette Sheeting. Heavy and Firm for Wear. Soft Finish for Real Comfort. Three Practical Widths, each in White or Grey.

Why not buy the best, when you can get the best for so little money? These lovely flannelette sheetings are used everywhere for soft comfortable sheets, and also to make light-weight blankets for the cool nights of early Spring. They wear and wear, they're easy to wash, and we have the three wanted widths at lowest prices. Buy these delightfully soft flannelette sheetings for quality and economy.



RED
BLUE
BROWN
GREEN

Indian Blankets 2.45

Part Wool. Soft Finish. Each
Glorious Patterns. Rich Bright Colorings.
Firm Close Weave for Lots of Comfort.
The Greatest Value in Years and Years.

45-112 Just delightful for blankets, comfortables, couch rugs or motor rugs. Famous "Woolcot" make. None better. Heavy, reversible, woven of woolly China cotton and pure wool spun together. Rich **red, blue, brown or green** colorings. Lustrous sateen binding. Good size—about 60 x 80 inches.



ROSE
BLUE
GOLD
GREEN
ORCHID

**SIMPSON
SPECIAL
12.95
EACH**

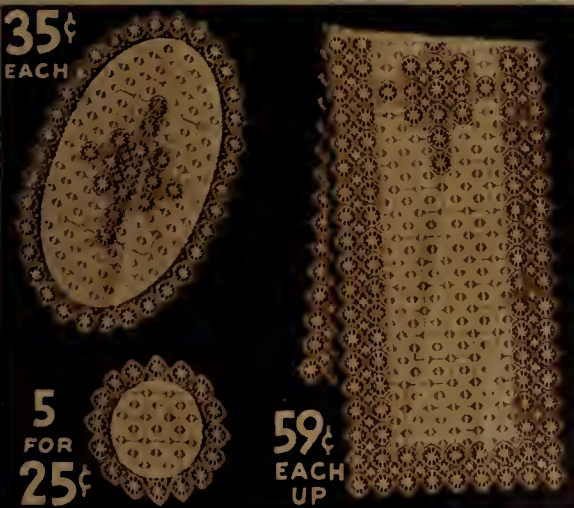
Beautiful New Comforters

Choice of Five Rich Plain Colors.
Duck and Goose Feather-Down Filling.
New Style. Very Remarkable Value.

45-113 Top of heavy lustrous celanese satin in **rose, blue, gold, green or orchid**. Lined for extra security. Downproof sateen back prevents slipping off the bed and matches the satin top. Edges piped. Eyelets for ventilation. Cut size about 66 x 72 inches. For double beds. **Price, Postpaid, each 12.95**

FRENCH TOSCAN LACES

NEWEST LUXURIOUS STYLES... LARGE SIZES



So Fine... So Dainty... So Serviceable

Very attractive patterns in these French Toscan Lace pieces! Seven sizes. **Deep cream** shade. Fine quality laces that launder perfectly, and they always look so pretty! Note our low prices! Very little to pay for popular Toscan Laces of such beauty and quality!

| | |
|--|---|
| 45-114 Round Lace Doylies.
The 6-inch size. Price, Postpaid... 5 for 25¢ | 45-118 Oblong Pieces.
12 x 18 inches. Price, each... 35¢ |
| 45-115 Round Doylies.
The 8-inch size. Price, each... 10¢ | 45-119 Vanity Scarfs.
36 x 14 inches. Price, each... 59¢ |
| 45-116 Round Doylies.
The 10-inch size. Price, each... 15¢ | 45-120 Dresser Scarfs.
45 x 14 inches. Price, each... 69¢ |
| 45-117 Oval Pieces.
12 x 18 inches. Price, each... 35¢ | |



Rich Spreads. 6.75

Celanese Satin. Each

45-121 With diamond tucking, shirred panels and deep full valance. Beautiful shades of **rose, blue, gold, green, orchid, light rose, light gold, light green**, all fast. Cover bed and pillows. Size about 90 x 100 inches.

Gorgeous Cushions. Eight Colors

45-122 To match bedspreads above. Filling of new kapok down. Triple puffing. 20 x 20 ins. **Each... 1.95**

Fine Spreads. 3.50

Jacquard Weave. Each

45-123 Such lovely colors, such delightful jacquard patterns, such fine quality, all for so little money! Large heavy bedspreads woven from lustrous rayon silk and fine mercerized cotton. Soft full shades of **rose, blue, gold, green or orchid**, all fast. Beautifully woven and scalloped all-around.

About 80 x 100 inches.
For your big double beds.

Chenille Spreads 4.95

Chevron Design. Each

45-124 These bedspreads look just wonderful, with the beautiful puffy chevron design in fast-color **rose, blue, gold, green, orchid or red** chenille on heavy cream art cotton. Need no ironing. Do not shrink in washing. They're lovely, and they're very outstanding value.

Large—about 87 x 100 inches.

USE THE **BUDGET CLUB** SEE PAGE 210 X **149**



TABLE CLOTHS 2 FOR

SOLD ONLY IF INCLUDED
78¢
IN ORDER OF
\$5.00
OR OVER

CHERRY
BLUE
GOLD
GREEN

A Simpson Super Bargain

45R125 As part of an order for 5.00 or over, of goods from our catalogues, you may buy 2 of these dice damask table cloths for 78c. Lovely for breakfast, supper or bungalow tables. Bleached snowy white, with borders in fast-color cherry-rose, blue, gold or green. Woven from stout linen-finished cotton yarns. Give great wear and launder like new. About 50 x 50 inches. Give a second choice of color.

Only 2 Table Cloths Sold in each 5.00 Order.



**BIG
SHEET
VALUE**

**SPECIAL
BED SETS**

Sturdy Sheets 98¢
In Big Size. Each
or Buy 2 Sheets for 1.89

45-126 You get such wonderful value here! Sturdy double-bed hemmed sheets, long and wide, the size for real comfort. Made from strong good-wearing unbleached cotton sheeting, easy to wash, quick to bleach pure white. Good sheets for everyday use, and note our remarkably low price! Size about 82 x 90 inches.

Sheets with 358
Pillow Cases. Set

45-127 Quality for good wear, the size for comfort! 2 fine bleached cotton pillow cases about 42 x 33 inches, with wide hemstitched hems in fast-color rose, blue, gold, green or orchid. (If you wish one initial stamped on each, state the initial.) Also 2 good large bleached cotton sheets, hemstitched hem at top, laundered finish, about 76 x 96 ins.

Pillow Cases 75¢
Round-Thread. Pair

45-128 Pure white cotton pillow cases, stamped in basket and lattice design to be embroidered in white or pretty colors. Popular drawn-work and fancy hemstitching. Firm strong good-wearing quality, well made, and perfectly finished. How lovely they are! You'll be simply delighted with both the quality and the value. Size about 42 x 33 inches.



**DOUBLE
DAMASK
9-PIECE SETS**

**6.95
SET**

**HAND-MADE
LACE CLOTH**

LARGE SIZE

RED-ROSE
BLUE
GOLD
GREEN

Fine Pure Irish Linen Sets

The Family or Dinner Size . . . 9 Pieces

45-130 Beauty, quality and outstanding value in these delightful table linens! All pure Irish linen, heavy and fine, double satin damask, bleached snowy white, and the most beautiful patterns. Table linens that are wonderful for wear, charming in appearance and improved by every laundering. You'll be delighted with these sets for family use. They make fine gifts for the bride, too, or for the "hope chest".

1 Table Cloth, about 70 x 88 inches. } 9-Piece Set 6.95
8 Napkins, about 22 x 22 inches.

Wonderful Value! 350
Lace Dinner Cloths. Each

45-131 Beautiful designs in these popular hand-made Tuscany lace table cloths, the very prettiest we could select for you, all reproductions of the very expensive designs. Soft ecru shade, made from heavy hard-twist yarns, the quality usually sold for at least 4.50 each. Just delightful lace table cloths for gifts, or to use on those occasions when you want your table to be exceptionally pleasing for guests or parties. Why pay more, when Simpson's price is so low? Large size—about 72 x 90 inches.

Table Cloths 75¢
Very Colorful. Each
or Buy 2 Table Cloths for Only 1.39

45-132 What great value these are for the money! Large table cloths made from rich rayon silk for beauty and lustre, and fine mercerized cotton for strength and firmness. Prettiest bordered plaids in red-rose, blue, gold or green, all fast washing colors. Firmly woven, good weight for lasting service, perfect in laundering, and they're hemmed. Colored table cloths are very popular, and these are just lovely. Large size—about 52 x 68 inches.

Pretty
and
Popular

20 PIECE SET BEDROOM FURNISHINGS Only **150 DOWN**



Beautiful Furnishings

20 Piece Set 1450

Terms: 1.50 Down. 10 Months to Pay.

See Page 210 for Budget Club Plan.

Order Number 45-133

- Homespun Bedspread**, lattice weave. Fast-color rose, blue, gold, green, orchid, on a heavy cream ground. Large size, 80 x 100 inches.
- Soft Colored Blanket**, pure wool and woolly China cotton spun together. Rose, blue, gold, green, orchid. Bound with lustrous sateen to match. About 66 x 80 ins.
- Flannelette Blankets** in large size, finished singly. White, with rose, blue, gold, green or orchid borders. About 70 x 90 inches.
- Hemstitched Sheets** of sturdy bleached sheeting, smooth finish. About 69 x 87 inches, for double beds.
- Hemstitched Pillow Cases** round-thread bleached cotton. Each is stamped with one initial. (State the initial wanted.) About 42 x 33 ins.
- Comfortable Feather Pillows**. All feathers water-washed and steamed. Pretty art ticking. 17 x 25 inches.
- Dresser Scarf**, silk-embroidered. Rose, blue, gold, green or orchid. Rayon-silk-and-cotton border to match. About 45 x 14 inches.
- Big Bath Towels**. White, with fast-color checks and borders in rose, blue, gold, green or orchid. Lovely soft quality. Delightful to use. About 20 x 40 inches.
- Jacquard Face Cloths** in white, with rose or blue, gold, green or orchid. Soft weave. Thick pile. Best size—about 12 x 12 inches.
- Pair of Curtains** in tailored style, with very pretty ball fringe on the Priscilla valance. Floral trim in rose, blue, gold or green. Complete with tie-backs. Lovely style. About 40 inches at top and 2 1/4 yards long.
- Double Curtain Rod**, all brass-plated. Extends 30 to 50 inches. Complete with strong brackets and nails.
- Cloth Window Blind** of heavy make, on Hartshorn-made roller. Green, cream or white. Complete with brackets and nails. In full size, about 36 x 70 inches.
- Floor Rug** in hit-and-miss weave. Rich bright colors. Heavy, reversible, washable. Ends fringed. A good bedside rug. About 24 x 48 ins.

REMARKABLE HOUSEHOLD OUTFIT SPECIAL

49-PIECE *Budget Club* OFFERING
ONLY 250 DOWN. SEE PAGE 210
 FOR BUDGET CLUB PLAN

49-PIECE OUTFIT 2500

Order Number 45-129 . . . 2.50 Down . . . 10 Months to Pay

- 1 **Lustrous Colored Jacquard Bedspread**, firmly-woven of rich rayon-silk-and-cotton. **Rose, blue, gold, green, orchid, ivory**, all fast colors. Edges scalloped. Large size—80 x 100 inches, for bed and pillows.
- 2 **Colorful Plaid Blankets**, best quality flannelette. Fast-color **rose, blue, gold, green, orchid**. Delightfully soft and comfortable. Whipped singly. Large size for your double beds—about 70 x 90 inches.
- 1 **Reversible Colored Esmond Blanket**, part wool, thick and soft: **Rose-with-green; rose-with-blue; gold-with-rose; orchid-with-green; gold-with-blue**. Fancy jacquard borders. Ends bound with lustrous sateen. Fine quality. About 66 x 80 inches.
- 4 **Bleached Cotton Pillow Cases**, with hemstitched hems in fast-color **rose, blue, gold, green or orchid**. Stamped to embroider. About 42 x 33 inches.
- 2 **Comfortable Feather Pillows**. Covering of pretty floral ticking. Filled with all new feathers, water-washed and steamed. Size about 17 x 25 inches.
- 2 **Beautiful Madelra-Type Pillow Cases**. Hand-embroidered and scalloped on fine bleached pillow cotton. Handsome designs. About 42 x 34 inches.
- 2 **Large Hemstitched Bleached Cotton Sheets**. Splendid quality for lasting wear and perfect laundering. About 76 x 96 inches, for your double beds.
- 9 **Piece Set of Table Linens**. Pure Irish linen, creamy satin damask, fast-color borders in **rose, blue, gold or green**. Ready hemmed. 1 table cloth, size about 54 x 70 inches. 8 napkins, about 14 x 14 inches.
- 1 **Embroidered Linen Cushion Cover**, made up. Heavy quality. **Natural brown**, with colorful Irish embroidery in wool and rayon silk. Back plain. Smart and very serviceable. About 20 x 20 inches.
- 4 **Beautiful Bath Towels**, thick and soft, fancy jacquard designs. White, with fast-color borders and pretty sunshine stripes in **rose, blue; gold, green or orchid**. Ends hemmed. About 20 x 40 inches.
- 6 **Sturdy Hemmed Tea Towels**, heavy linen weft and absorbent cotton warp. Fast-color **rose, blue, gold or green** borders. Stamped to embroider. Perfect-drying and easy to wash. About 21 x 30 inches.
- 6 **Piece Handy Kitchen Set**, fast-color **red, blue, gold or green**. 2 dish cloths knit in big checks, 2 in fancy checks, all about 18 x 16 inches. 2 thick terry pot holders with bound edges, about 6 x 6 inches.
- 2 **Bleached Damask Huck Towels**, fine Irish linen, assorted borders, hemstitched hems. About 17 x 32 ins.
- 1 **Pretty Table Cloth**, breakfast or supper size. Fancy weave, made from rayon-silk-and-cotton. Colorful plaids and borders in **red-rose, blue, gold or green**, on cream ground. Ready hemmed. Great for wear. Laundered perfectly. Good size—about 50 x 50 inches.
- 3 **Piece Vanity Set**, hand-made Tuscany lace, soft ecru shade. Firmly made and very pretty. Easy to launder. 2 pieces, 6 x 12 inches. 1 piece, 10 x 14 inches.
- 1 **French Toscan Lace Dresser Scarf**, fine quality, rich cream shade. Laundered perfectly. How lovely it will look in your room! Size about 45 x 14 inches.
- 1 **Set of Ruffled Curtains** with valance and tie-backs. Best ivory voile scrim showing attractive designs in fast-color **red, blue, gold, green or rose**. Plain double-stitched ruffles, in color to match design, overlocked with silk. 48 inches at top, 2¼ yards long.
- 1 **Flat Double Extension Rod**, for hanging valance curtains. Complete with brackets and nails. Brass-plated and strongly made. Extends 28 to 48 inches.

NEW COLORFUL TABLE OILCLOTHS



DULL
BRIGHT

49¢
YARD UP

Black Imitation Leathers

Pliable long-wearing black imitation leathers, two qualities in **dull or bright** pebble grain finish. Splendid width for upholstering furniture, covering chair-seats, boxes, etc. Being pliable, you'll find them easy to use. Popular, good-looking, splendid qualities, good values.

46-102 Light-weight. Muslin back. Width about 45 inches. **A yard 49¢**
46-103 Heavy-grade. Drill back. Width about 45 inches. **A yard 65¢**

NEW DESIGNS



G

75¢
EACH

Easy to Keep Clean! Every Home Needs Them!
46-100 The 45-inch. Choice of 6 Styles. **39¢**
46-101 The 54-inch. Choice of 6 Styles. **49¢**
Postpaid, a yard

Smooth glossy table oilcloths, smart attractive patterns and plain colors to select from—each in two widths. Just wipe them off with a damp cloth and dry with a towel.

- (A) Very Smart New Modern Design.** Widths 45-inch or 54-inch.
Red-and-Black on Cream ground.
Gold-and-Green on Cream ground.
Green-and-Rose on White ground.
- (B) Popular 1-Inch Tile Pattern.** Widths 45-inch or 54-inch.
Blue Tiles on White ground.
Green Tiles on White ground.
Black-and-Rose on Ivory ground.
- (C) Pretty Baskets and Lattice Work.** Widths 45-inch or 54-inch.
Red-and-Green on Ivory ground.
Green-and-Red on White ground.
Blue-and-Gold on White ground.
- (D) Glossy Plain White Oilcloth.** Widths 45-inch or 54-inch.
- (E) An Artistic Fancy Tile Design.** Widths 45-inch or 54-inch.
Blue Tiles on White ground.
Green-and-Gold on White ground.
Black-and-Red on Ivory ground.
Green-and-Silver on White ground.
- (F) Several Glossy Plain Colors.** For Table Mats, Doylies, etc.
45-inch in Rose, Sky Blue, Canary Yellow, Apple Green, Red, Cream or Black.
54-inch in Sky Blue, Canary Yellow, Apple Green, Cream, or Black.



GREEN
BROWN
BLACK

125
YARD UP

Soft Pliable Fabrikoid

The genuine "Dupont" leather-grain imitation leather for upholstering chairs, couches, auto seats and auto tops. **Dark Green, Brown or Black**, in popular dull finish. Soft and pliable, wears like real leather, keeping its good looks.

46-104 Spanish leather grain. Drill back. About 50-inch. **Yard . . 1.25**
46-105 Moorish leather grain. Sateen back. About 50-inch. **Yard . . 1.75**

LOVELY COLORS



H

75¢
EACH



25
EACH

12
YARD

Smart Oilcloth Scarfs

46-106 Bright glossy oilcloth scarfs, popular and so easy to keep clean. Edge scalloped all-around. Very pretty on the bureau, buffet, table or the washstand.
Gold-and-Black on Ivory.
Green-and-Gold on White.
Blue-and-Red on White.
About 18 x 45 inches.
Our Price, Postpaid, each . . . 25¢

Pretty Shelf Oilcloth

46-107 Just the thing for kitchen or pantry shelves. Glossy finish. Edge scalloped. Easy to keep clean. Priced low.
Blue-and-Red on White.
Gold-and-Rose on White.
Green-and-Gold on White.
Also comes in All-White.
Width about 11 inches.
Price, Postpaid, a yard 12¢

PRACTICAL GOOD-WEARING OILCLOTH TABLE CLOTHS

Two of the Smartest New Patterns for the Springtime
Just What You Want for Breakfast-Room, Kitchen or Porch Tables

Such very pretty oilcloth table cloths, two styles, both first-quality for best service, and both with that easy-to-clean glossy finish. You'll like them—and they'll prove a saving to you.

- (G) Style at Left . . . Circular Centre.** Spring Flowers and Border.
Red-and-Black on Ivory.
Green-and-Gold on White.
Blue-and-Red on White.
- (H) Style at Right . . . Modern Design.** Fancy Tiling and Border.
Red on Cream Ground.
Blue on White Ground.
Green on White Ground.

46-108 About 54 x 54 inches. **Our Price, Postpaid, each 75¢**
46-109 About 54 x 54 inches. **Our Price, Postpaid, each 75¢**

TAPESTRY TABLE COVERS



198
EACH

DAMASK TABLE CLOTHS



75¢
EACH

QUILTED TABLE PADDING



145
YARD UP

English-Made

45-100 Smart attractive table covers in good large size. **Crimson, green or brown** effects. Artistic floral designs with border all-around. Sturdy English tapestry weave, firm and good-wearing. Ends hemmed. Wonderful value.
Note the large size—about 60 x 78 inches. **Our Price Postpaid, each 1.98**

Bright and Cheerful

Priced Low!

Always Look Well—and How Popular They Are!
45-101 Lots of wear in these sturdy damask table cloths—and they're very pretty, too. Irish bleached damask, popular dice pattern, with fast-color borders in **rose, blue, gold or green**. Ready hemmed. Woven from best linen-finished cotton yarns. Family size. Improved by every laundering.
Note the large size—about 52 x 68 inches. **Our Price Postpaid, each 75¢**

A Saving for You!

Heavy Quality for Service . . . Fully Bleached

Note the Zig-Zag Stitching to Keep It Firm
Nothing better as a protection to your dining-table than this good heavy padding. Covering of white cotton. Filling of soft white batting. Closely stitched to keep it from becoming lumpy when washed. Stands lots of wear and laundering. Many families use it and like it for mattress protectors, too.
45-102 About 50-inch. **Yard . . . 1.45**
45-103 About 60-inch. **Yard . . . 1.65**

152 x BUY SIMPSON'S QUALITY

TABLE CLOTHS AT SPECIAL LOW PRICES



2 FOR
98¢

1.00
EACH

SIMPSON SPECIAL
1.79
EACH

Pure Linen Fine Satin Damask

45-138 Rich bordered patterns and lovely quality, heavy full satin damask, pure Irish linen, snowy-white,—the kind of table damask that improves with laundering and gives such wonderful wear. It will simply delight you.

Wide width—about 64 inches.
Our Price, Postpaid, a yard..... **1.00**

Very Attractive Floral Patterns in This Popular Table Damask

45-139 Lots of wear in this wide sturdy bleached damask—and it's wonderful value. Fine floral patterns with pretty border. Made from best linen-finished cotton yarns, dependable in every way, and very easy to launder well.

Note width—about 56 inches.
Our Price, Postpaid, a yard..... **58¢**

Handsome Damasks

Fine pure Irish linen, full satin damask, lovely bordered patterns, fully bleached, every piece hemmed. Great big values, too!

45-143 Table Cloths.
About 68 x 68 inches.
Postpaid, each..... **2.19**

45-144 Table Cloths.
About 68 x 88 inches.
Postpaid, each..... **2.85**

45-145 Napkins to Match.
About 20 x 20 inches.
Postpaid, dozen.... **2.85**
Also Sold in Half Dozens.

Colored-Border Linens

Remarkable quality for the money. Rich heavy pure Irish linen, smooth creamy satin damask, with pretty borders in fast-color **rose, blue, gold or green.** Every piece hemmed ready to use.

45-146 Table Cloths.
About 54 x 54 inches.
Postpaid, each..... **1.39**

45-147 Table Cloths.
About 54 x 70 inches.
Postpaid, each..... **1.85**

45-148 Napkins to match.
About 14 x 14 inches.
Price, Each... **15¢** or **6 for 85¢**

Bright Colorful Plaids Lustrous Fancy Weave

45-135 Such very pretty table cloths—and they're priced so low here! Firmly-woven of lustrous rayon silk for richness, with strong cotton for extra wear. **Red-rose, blue, gold or green** plaids, with border all-around. Ready hemmed. Popular for the breakfast or supper table or for the cottage. Easy to launder, too.

About 50 x 50 inches.

Our Price
Postpaid..... **2 for 98¢**

Smart Rose Pattern Fast-Color Borders

45-136 Note our big size in these fine bleached Irish damask table cloths! Most attractive rose pattern, with lovely border in fast-color **rose, blue, gold or green.** Hemmed ready to use. Well-woven from fine linen-finished cotton yarns, great for wear, perfect in laundering. What good value they are for Spring!

About 54 x 70 inches.

Good Family Size.
Postpaid, each..... **1.00**

Clusters of Grapes Family-Size Cloths

45-137 What a remarkably low price for these heavy Irish damask table cloths! Fully bleached, with beautiful borders in fast-color **rose, blue, gold or green.** Closely woven from best linen-finished cotton yarns, hemmed ready to use. Give lots of wear and they launder to look like new.

About 63 x 80 inches.

A Popular Size.
Postpaid, each..... **1.79**

LOVELY HEMSTITCHED LINENS



**LAUNDERED
FINISH**

4.95
SET UP

Satin Damask Table Linens For Every Canadian Home

Our 7-Piece Sets and 9-Piece Sets... Values Truly Marvellous

What could be more delightful for the bride's treasure chest, or as a gift for your friend's wedding anniversary, than a set of these beautiful table linens? Hemstitched table cloths with napkins to match, graceful designs with handsome borders, fine pure Irish linen, bleached to a snowy whiteness. Smooth soft laundered finish. Linens that will be appreciated for their great beauty and richness, for their perfect laundering quality and for the splendid wear they give. They're just lovely.

| | | | |
|---|-------------|---|-------------|
| 45-140 Our 7-Piece Set.
1 Cloth, about 66 x 66 inches.
6 Napkins, 18 x 18 inches. | 4.95 | 45-141 Our 9-Piece Set.
1 Cloth, about 66 x 86 inches.
8 Napkins, 18 x 18 inches. | 6.50 |
|---|-------------|---|-------------|

BEAUTIFUL LACE



SIMPSON SPECIAL
1.98
EACH

Dinner-Size Cloths of Great Richness

Note Our Low Price
for This Lovely Quality!

45-142 You'll be charmed with the real beauty of these imported lace table cloths! The lovely bordered patterns are exact copies of very expensive designs, the **soft ecru** shade always looks rich, the quality is delightful. Tailored hem all-around. Choose these if you want to please your friends with gifts on special occasions—or use them in your own home. Big family size, extremely popular everywhere, and they are the greatest value we ever have seen in lace table cloths of this type.

Note the large size—
About 68 x 88 inches.
Simpson's Special Price,
Postpaid, each Lace Table Cloth Only.... **1.98**



**SATIN
DOUBLE
DAMASK**

4.50
EACH UP

Heavy and Fine Very Handsome Patterns

You can have lovely table linens without paying high prices! These are just beautiful and our prices are moderate. Pure Irish linen table cloths and napkins, satin double damask, fully bleached, extra fine quality, laundered finish, and the prettiest bordered patterns you ever saw. Any woman would be proud to own and use these delightful linens—they add to the pleasure of living, and they make every dinner more enjoyable.

| | |
|---|---|
| 45-149 Linen Table Cloths.
About 72 x 72 inches.
Price, Postpaid, each..... 4.50 | 45-150 Linen Table Cloths.
About 72 x 90 inches.
Price, Postpaid, each..... 5.50 |
|---|---|

| | |
|---|------------------------------|
| 45-151 Linen Table Napkins.
Size about 22 x 22 inches.
Price, Postpaid,
One Dozen for..... 5.50 | Also Sold in
Half Dozens. |
|---|------------------------------|

USE THE **BUDGET CLUB** SEE PAGE 210 X **153**



PURE IRISH LINEN

2.19
EACH UP

1.39
EACH UP

JACQUARD TOWELS

75¢
PAIR

Lovely Soft Bath Towels Fine Quality . . . Big Value

45-155 After looking over hundreds of bath towels, we selected these for their lovely quality and wonderful value. They're thick soft absorbent white towels, with smart jacquard sunshine stripes and fancy borders in such pretty shades of **rose, blue, gold, green, orchid**, all fast colors. Ends hemmed. Great for wear. Launder like new. And they're a good big size, too. You'll be wise to buy plenty at this special price!

About 20 x 40 inches.
Price, Postpaid, a pair, Only . . . **75¢**

ROSE
BLUE
GOLD
GREEN
ORCHID

BATH TOWELS

69¢
PAIR

35¢
PAIR

25¢
PAIR

Fancy Weave in Colors

45-156 Note these new English bath towels—and note the low price! Bright **tango or blue** multi-color effects. Large size, improved quality, thick and soft, good-drying, easy-washing. Ends fringed.

About 21 x 41 inches.
Price, Postpaid, a pair . . . **69¢**
or 3 pairs for 1.98

You'll Enjoy Using These

45-157 Mighty good value in these good-drying English bath towels! Fast-color **red-rose, blue, gold or green** stripes on cream ground. Ends fringed. Firm weave. Soft absorbent quality.

About 18 x 36 inches.
Price, Postpaid, a pair . . . **35¢**
or 3 pairs for 1.00

The Handy Family Size

45-158 Sturdy English bath towels, good quality for a very low price. Pretty fast-color **cherry or blue** effects. Ends fringed. Give plenty of wear. Wash easily. A big saving!

About 16 x 32 inches.
Price, Postpaid, a pair . . . **25¢**
or 4 pairs for 98¢

OUR BEST LINEN TEA TOWELS

Large Size
Four Colors . . . **3 for 95¢**

45-159 Our best pure Irish linen tea towels, finely woven, extra heavy, hemmed ready to use. Fast-color borders in three tones of **rose, blue, gold or green**. Absorbent to dry china and glassware properly.

Size about 22 x 32 inches.

IRISH GLASS TOWELS

Buy These!
Save Money! . . . Each **15¢**
or 6 Towels for 85¢

45-160 Large absorbent Irish glass towels, checks and borders in fast-color **red, blue, gold or green**. Well-woven from linen-finished cotton yarns. Hemmed ready to use. Dry well and give lots of wear. Size about 34 x 22 inches.

Colorful KITCHEN SETS

6 Pieces 50¢
Only

45-161 Your choice of **red-rose or blue, gold or green**, in these useful kitchen sets. 2 absorbent fancy-knit dish cloths and 2 check-dish cloths, all knit dish cloths, all about 18 x 16 inches. 2 thick Turkish pot holders, firmly made and bound, each about 6 x 6 inches. Two of each in each kitchen set.

POT
HOLDER

154 x SIMPSON'S PAY POSTAGE

BIG THIRSTY BATH TOWELS

3 PAIRS

SIMPSON
SPECIAL
1.44

What Wonderful Value! What a Saving for You!

Buy for All the Family!

45-162 You make no mistake when you buy these good-wearing perfect-drying bath towels. They are a good example of the excellence of Simpson values. Lovely big bath towels, woven to give extra wear, perfect for a rub-down after a bath, and so easy to wash. Fadeless **cherry or blue** combination colorings. Ends fringed. Order early! And order plenty for all the family to use! Get the saving!

About 20 x 40 inches.
Price, Postpaid, a pair . . . **50¢**
or 3 pairs for 1.44

OUR SPECIAL TEA TOWELS

**6
FOR**

SIMPSON
SPECIAL
1.25

12,000 Bought Less Than Wholesale One of the Biggest Tea Towel Values in Years

45-163 Only because we gave a great big order for these tea towels are we able to sell them for such an exceptional price, now. Big size, firm weave, heavy all-linen weft and strong absorbent cotton warp, made to give great wear. Fast-color borders in **red-rose, blue, gold or green**.

About 21 x 30 inches. . . . **6 Towels for 1.25**

DOUBLE-KNIT DISH CLOTHS

Soft . . . Spongy

45-164 These are just right for dish cloths, wash cloths, dusters or polishers. Soft and absorbent and do not scratch. Good size. Buy now! You can use plenty.

Size 19 x 13 inches.

6 for 50¢

6 FOR 50¢

BIG BATH TOWELS

Price
A Pair **1.00**

45-165 Men! Here are **REAL** bath towels! The kind you'll like, the kind to give you a wonderful feeling of luxurious comfort after a rub-down! Thick soft fancy colored bath towels, **green or cherry** effects. Improved quality, made in England, ends fringed. Good big size, very absorbent, serviceable, easy to wash—and such amazing value!

23 x 47 inches.

SPECIAL BATH TOWELS

Note! **35¢**
A Pair . . .
or 3 pairs 1.00

45-166 Splendid white bath towels, with fast-color borders and fancy checks in **rose, blue, gold, green, orchid**. Ends hemmed. You can wash them easily, they wear well and dry well, and they are a good useful family size, too. Priced away low here for towels of this new and improved quality.

Size about
18 x 36 inches.

THICK SOFT BATH TOWELS

Large **58¢**
A Pair . . .
or 3 pairs 1.68

45-167 Among the loveliest newest bath towels for Spring are these! Woven in the new all-over broken plaids—fast-color **rose, blue, gold, green or orchid**, each with white. Thick absorbent pile, lovely big size, good-drying and good-wearing, ends hemmed. Big value!

Size about
20 x 40 inches.

FANCY FACE CLOTHS

Low
Price! **6 for 54¢**

45-168 Such lovely soft face cloths, pleasant to use and the best size. Fancy jacquard weave. Edges well finished. Bundles of 6 cloths—**2 rose, 1 blue, 1 gold, 1 green, 1 orchid**, in each bundle. Include these in your order. Get several bundles. Every family needs lots of them all the time.

About 12 x 12 inches.



ENGLISH
TERRY

17¢
YARD

Towelling for Lots of Wear

45-170 What a remarkably low price for this special quality of English terry towelling! Firm fancy weave, in bright fast-color **cherry or blue** effects. A good-wearing absorbent terry on which you save money. Dries well and is easy to wash. Buy it for everyday!

About 15-inch.
Postpaid, a yard 17¢ or 10 yards 1.64



Lovely Irish Embroidery Linens Quality Linens for Needlework

What lovely things you can make from these fine Irish linens—lunch cloths, centerpieces, vanity sets, dresser scarfs, cushion covers, laundry bags—all kinds of dainty and useful articles for shower gifts, bridal presents, or for your own home. These are the delightful round-thread linens such as the Madeira needle-workers select for their beautiful embroidery. Two widths of fine art linen in pure white. And the heavier round-thread Florentine linens in oyster-cream and brown—three widths of each.

- | | | |
|--------------------------|-------------------|-----|
| 45-173 Oyster Art Linen. | Price, | |
| Width about 18 inches. | Postpaid, a yard. | 33¢ |
| 45-174 Oyster Art Linen. | Price, | |
| Width about 36 inches. | Postpaid, a yard. | 49¢ |
| 45-175 Oyster Art Linen. | Price, | |
| Width about 54 inches. | Postpaid, a yard. | 79¢ |
| 45-176 White Art Linen. | Price, | |
| Width about 36 inches. | Postpaid, a yard. | 58¢ |
| 45-177 White Art Linen. | Price, | |
| Width about 54 inches. | Postpaid, a yard. | 89¢ |
| 45-178 Brown Art Linen. | Price, | |
| Width about 18 inches. | Postpaid, a yard. | 28¢ |
| 45-179 Brown Art Linen. | Price, | |
| Width about 36 inches. | Postpaid, a yard. | 45¢ |
| 45-180 Brown Art Linen. | Price, | |
| Width about 54 inches. | Postpaid, a yard. | 69¢ |



HEAVY SOFT
TERRY

25¢
YARD

Great Quality for the Money!

45-171 Thick absorbent English terry towelling, fancy weave, in fadeless **multi-colors**. You'll be delighted with the way this terry wears and the way it dries and washes;—it's the best kind of towelling for service and value.

About 16-inch.
Postpaid, a yard 25¢ or 10 yards 2.44

SIMPSON
SPECIAL
25¢
YARD

22-INCH IRISH
TEA TOWELLING

Extra Special Value!

It Brings You Savings

45-172 Strong firmly-woven Irish tea towelling, good-drying, easy to wash. Bright colorful fadeless stripes in **red, blue, gold or green**. Woven with pure linen weft and strong absorbent cotton warp. Good wide width, great for wear. Please make the second choice of color.

Width about 22 inches.

Post
Paid, yard 25¢ or 10 yards 2.45



FAMOUS "CANNON" BATH TOWELS

98¢
PAIR

Thick and Delightful In Four Solid Colors

or White with Colored Borders

45-181 These are the famous "CANNON" bath towels so widely used. Extra large size and very outstanding quality. **Blue, gold, jade-green or red-rose** in solid colors, with fancy borders. Also white towels with borders in **peach, blue, gold, green or orchid**. All fast-colors. Ends hemmed. Woven with heavy double-thread pile to make them absorbent and extra long-wearing.

About 22 x 44 inches.
Price, Postpaid, a pair . . . 98¢

EXTRA
LARGE



WIDE
WIDTH
LINEN
GLASS
TOWELLING

Our Best Quality
Colored Checks. A Yard . . . 30¢
or 5 yards for 1.44

45-185 Irish linen glass towelling, heavy and firmly woven, fine quality and outstanding value. Fancy fast-color borders and large checks in **red-rose, blue, gold or green**. About 22 inches wide.

GLASS
22-INCH
TOWELLING

EXTRA! EXTRA!

PURE
LINEN

A GREAT
TOWELLING

10 YARDS

1.69

32,000 Yards. Big Bargain!

45-182 No such towelling value as this in 20 years! Good pure linen crash with fast-color borders in **red, blue, gold or green**. Long-wearing and good-drying. Always satisfactory for kitchen, roller or pantry towels. 10 yards will bring you a big saving. Please make second choice of color and please order early!

About 16-inch.
Postpaid, yard 18¢ or 10 yards 1.69

HEAVY LINEN TOWELLING



COLOR
BORDERS

28¢
YARD

Wonderful to Dry . . . Wonderful to Wear

45-183 Extra-heavy round-thread pure Irish linen crash towelling. Fast-color borders in **red, blue, gold or green**. A great crash for roller, kitchen or tea towels—strong, absorbent, good-wearing. What value it is! This quality of towelling is well worth more!

Width about 17 inches.
Price, Postpaid, a yard 28¢ or 10 yards for 2.74

GOOD DRYING TOWELLING



10
YARDS

1.00

Tough and Hard-Wearing for Kitchen Use

45-184 Irish-made towelling, sturdy and absorbent, firmly woven from heavy cotton yarns. Fast-color borders in **red, blue, gold or green**. Buy this serviceable crash towelling now and make a supply of kitchen and roller towels for Spring! Have plenty on hand!

Width about 16 inches.
Price, Postpaid, a yard 11¢ or 10 yards for 1.00

Value Unequalled
at Our Very Low Price. A Yard 18¢
or 10 yards for 1.74

45-186 This is our No. 100—the Irish-made towelling that has proved so satisfactory in thousands of homes. Fast-color checks and borders in **red, blue, gold or green**. Woven from heavy strong absorbent linen-finished cotton yarns. Note the width—about 22 inches.

ALL-LINEN
TEA TOWELLING

Selected Quality
Firm Sturdy Make. A Yard . . . 29¢
or 10 yards for 2.84

45-187 Well-woven pure Irish linen tea towelling with smart fast-color borders in **red-rose, blue, gold or green**. Close round-thread weave for good wear, perfect-drying and easy washing. About 22-inch.

SIMPSON'S LOW CASH PRICES × 155



LUSTROUS
RAYON SILK

**SIMPSON
SPECIAL**
295
EACH

ROSE
BLUE GOLD
GREEN ORCHID
IVORY

Such Lovely Colored Bedspreads! Good Large Size, Too!

45-190 Think what charm you can add to your home with these lovely bedspreads! Such rich attractive jacquard designs, such soft delightful shades—**rose, blue, gold, green, orchid, ivory**—all fadeless. Woven from lustrous rayon silk for beauty, with fine cotton for strength and good wearing quality. Edges scalloped all-around. Spreads that are bright and cheerful, and they're just as fresh after laundering as when new. You'll surely like them.

A "Simpson Special". } Size about 80 x 100 inches. } Post
Such Wonderful Value. } To Cover Bed and Pillows. } Paid, each..... **2.95**

LOVELY COLORFUL HOMESPUN
BEDSPREADS



219
EACH

ROSE
BLUE GOLD
GREEN ORCHID

Bedspreads in Gay Lattice Pattern . . . Lots of Wear!

45-191 More popular than ever are these fancy colored bedspreads, in that delightful homespun effect that is so pretty. Creamy tone, combined with **rose, blue, gold, green** or **orchid**, all fadeless colors. Woven from heavy strong cotton yarns. Ready hemmed. Outstanding Value for Spring. } Size about 80 x 100 inches. } Our Price,
Improved by Laundering. } To Cover Bed and Pillows. } Postpaid, each. **2.19**

THREE BIG VALUES



235
EACH

Silk Spreads
Five Rich Colors
2.35 Each

45-192 Dress up your bedrooms with these handsome colored spreads! How rich they are with their soft lustre and beautiful jacquard patterns! They're serviceable, too, and easy to launder. Of lustrous rayon silk and fine mercerized cotton, scalloped all-around. **Rose, blue, gold, green, orchid**, all fadeless. Value very outstanding in bedspreads of quality and beauty—the kind to delight the particular woman who appreciates what is lovely and enjoys plenty of charm and pretty color effects in her home.

About 80 x 100 inches.
For Bed and Pillows.

Plaid Blankets
Jacquard Borders
1.98 Each

45-193 These are the famous "Esmond" part wool blankets, that Cortex Pelage (Winter Fur) weave which gives such perfect satisfaction in comfort, in appearance and in service. Such pretty fast-color plaids in **rose, blue, gold, green** or **orchid**, with fancy floral jacquard borders. Wide binding of lustrous sateen to match. Woven from soft pure wool and woolly China cotton, spun together. Lovely big soft delightful blankets, priced so low here. Best value for Springtime!

About 66 x 80 inches.
For Your Double Beds.

Soft Blankets
In Plain Colors
2.00 Each

45-194 Lovely colored blankets for year-round comfort! How soft and cosy they are—and what amazing value! Plain beautiful colors—**rose, blue, gold, green, orchid**. Wide binding of mercerized sateen to match. Made from best woolly China cotton and pure wool spun together. A thick soft napping on both sides. Just what you should have for comfortables, couch throws, or to use as extra blankets when the nights are cool. You'll be perfectly delighted with them!

About 66 x 80 inches.
Good Double-Bed Size.

200
EACH

ROSE
BLUE
GOLD
GREEN
ORCHID

Krinkle Bedspreads
Big Special Bargain.

Each

149

Six Delightful Colors

45-195 What a splendid chance to make a big saving! 3000 large-size bedspreads in a big mill clearance, selling here away less than the regular price. Krinkle and Dobbie weave, most attractive designs, lots of color, easy to wash, need no ironing. Come in **green, rose, blue, gold, lavender, rust**. Scalloped all-around. Just the weight for Spring and Summer use, made to stand plenty of wear and the colors do not soil quickly. In every way, you'll be pleased with these spreads. You can find none better for constant use. We can get no more of this quality to sell for such a price. Send your order early to get this value, and please make a second and third choice of the colors you want.

Made wide and extra long.
Size about 80 x 105 inches.



Only
149
EACH

ROSE
BLUE
GOLD
GREEN



**English
Spreads** **100**
EACH

45-196 A money-saving price on these popular firm-weave bedspreads! Such attractive patterns printed in **rose, blue, gold** or **green** on tan jaspé ground. Wide colored border all-around. Ready hemmed. (Washing instructions with each).

About 68 x 86 inches.
For Double Beds.

Special . . . Quality
Feather Pillows . . .

200

Famous "Simmons" Make Pair

45-198 Such a comfortable size in the good soft pillows you want for refreshing sleep! Covering of strong feather-proof art ticking. Filling of new chicken-down feathers which have been water-washed and steamed to make them thoroughly clean and sanitary. This is Special Quality Pillow value. Real good pillows which cost you little money.

Made about 18 x 26 inches.
The Most Popular Size.



Comforter Covers
Pretty Designs. Each **198**

45-197 Use these washable comforter covers to freshen up your worn comforters or to protect your new ones! Floral chintz in **rose, blue, gold, green** or **orchid**. Matching panel of plain sateen. Tape ties to hold them in place. Styles (A) or (B). Cut size about 66 x 72 inches.



Chicken-
Down
Feathers
Water-Washed
and Steamed

FINE WOOL BLANKETS

775
PAIR

PULLMAN BLANKETS

198
EACH

LARGEST SIZE

**SIMPSON
SPECIAL
285**
PAIR

Lovely Quality for Comfort

45-200 Wonderful value! **2-Year MOTHGUARD Guarantee** on these beautiful large blankets woven from fleecy white virgin wool. Lovely borders in **rose, blue, gold, green or orchid**, combination colorings. Finished singly. Give lots of comfort and great wear.

About 64 x 84 inches.
For double beds.

Postpaid,
A pair, Only... **7.75**

The "Esmond" . . . Part Wool

45-201 Reversible Pullman style blankets or motor rugs. Best soft finish, mothproof, woven from woolly China cotton and pure wool spun together. Ends hemmed. Soft **tan** shade with assorted fancy borders in delightful shades of **blue, wine, green or brown**.

About 60 x 80 inches.
A practical size.

Postpaid,
Each, Only..... **1.98**

Beautiful Plaid Blankets . . . Soft and Firm

45-202 Note the great big size of these blankets! And then note our remarkably low price! They're soft well-woven flannelette blankets in five beautiful plaids—**rose, blue, gold, green, orchid**—all fast colors. A delight to the eye as well as a comfort for cool nights. Best napping on both sides. Whipped singly. Just the right weight and they will retain their soft fluffy finish after washing. If adding to a "Hope Chest" or seeking a welcome gift, we know of nothing better than these. Size about 70 x 90 inches—
for full double beds.

Our Special Price,
Postpaid, a pair, Only... **2.85**

GREY WOOL BLANKETS

"IBEX" BLANKETS

FLEECY CRIB BLANKETS

The Comfortable Big-Bed Size. Pair **495**

45-203 Good sturdy blankets that will give welcome comfort and lasting service. Well-woven, practically all-wool, whipped singly. In popular **blue-grey** shade with **mid-blue borders**. Just the kind of blankets for constant use through the season. Buy now, at this unusually low price, and be assured of perfect satisfaction and worth-while savings. About 64 x 84 inches. Weight about 7 lbs.

First Quality . . . Priced Low

45-204
54 x 80
ins. Pair

185

45-205
70 x 84
ins. Pair

229

These are the genuine "IBEX" flannelette blankets, soft and fleecy, very serviceable and so easy to wash. Choice of **white or grey**, with lovely **pink or blue borders**. First quality and so comfortable on cool nights. Do your Spring shopping at Simpson's old established Mail Order! Save money!

Nursery Designs Eiderdown Finish. Each **49c**

45-206 Baby needs such blankets for Spring! Eiderdown weave, of softest China cotton and fine wool spun together. Dainty shades of **rose-pink or baby-blue**, with amusing nursery characters in contrast. Edges firmly finished. Mothers like them because they are so serviceable and easy to launder. And they simply delight the kiddies, they're so smart! Best size—about 30 x 40 inches.

Delightful for the Baby

45-207
30 x 45
ins. Pair

75c

45-208
36 x 54
ins. Pair

98c

You'll be well pleased with these "Monarch" quality fleecy white flannelette crib blankets—they are long-wearing and very easy to launder. And, as for Baby,—he'll cuddle down under them and quickly go off to Dreamland! Pretty borders in **pink or blue**. Blankets that afford all the comfort needed.

FEATHER PILLOWS

169
PAIR UP

Three Qualities All Feathers Water-Washed

Comfortable pillows, made by "Simmons"—the name that assures you of quality. The pillows are well filled with all new feathers which have been thoroughly water-washed and steamed, giving you complete sanitary protection. Coverings are of strong featherproof ticking in attractive designs. At Spring house-cleaning time, you'll want new pillows—and these are the ones to buy for satisfaction and savings. They're splendid for the "Hope Chest", too. For safety, buy our fine clean sanitary pillows!

45-209 Our "A1" Pillows. About 17 x 25 ins.

Filled with good soft clean feathers.

Special Price, Postpaid, a pair, Only. **1.69**

45-210 "Dreamland" Pillows. About 20 x 26 ins.

Duck and chicken feather-down.

Special Price, Postpaid, a pair, Only. **3.65**

45-211 Our "Best" Pillows. About 21 x 27 ins.

Soft light goose and duck feather-down.

Special Price, Postpaid, a pair, Only. **8.95**

SATIN CENTRE

375
EACH

Such Lovely Big Soft Comforters Rose, Blue, Gold, Green, Orchid

Delightful Colors for the Springtime

45-212 Beauty and quality for little money! Big double-bed comforters with centre of rich lustrous celanese satin. Deep border and the reverse side are of fast-color chintz in dainty small floral patterns. Filling of new soft woolly white cotton. Firmly stitched in fancy design. Think of the remarkable value! Buy from Simpson's!

Cut size, about 66 x 72 inches.

Special Price, Postpaid, each, Only..... **3.75**

BIG GIANT BLANKETS

269
PAIR UP

The Greatest Blankets Made for the Money Two Good Big Sizes . . . Priced Very Low

Simpson's "Big Giant" blankets embody the features you look for—quality, appearance and luxurious comfort. They are best white flannelette blankets with attractive borders in fast-color **rose, blue, gold, green or orchid**. Finished singly. Many like them for sheets when the nights are chilly,—blankets in the early Spring or any time through the season. Choice of two large sizes, and you pay only Simpson's low prices!

45-213 Good large size—
About 70 x 90 inches.
Price, Postpaid, a pair **2.69**

45-214 Extra large size—
About 80 x 90 inches.
Price, Postpaid, a pair **2.95**

Big SPRING VALUES

HAND-DRAWN
HEMSTITCHING

PILLOW
CASES

3 PAIRS

SIMPSON
SPECIAL
200

The Fine "Wabasso" Make
White as Snow . . . Good as Gold

45-215 We bought 7,200 pairs of these splendid pillow cases to get this big value for you. They're made from firmly-woven fine snow-white pillow cotton, have hand-drawn hemstitched hems and are perfectly finished. You cannot fail to be delighted with their quality, the service they give, the way they launder. At this price, they are simply marvellous value! About 42 x 33 inches. **69¢ or 3 pairs for . 2.00**
Postpaid, a pair.

Madeira-Type
Cases. A Pair.. **79¢**

45-216 Regular price 1.00 a pair. We bought these at a bargain—and here they are at a remarkably low saving price for you! Very lovely pillow cases showing such beautiful new Madeira-type hand-embroidery and scalloping in assorted designs, on firmly woven white cotton. About 42 x 34 inches.

Dependable Quality
For Little Money

45-217 Good strong sturdy hemmed bleached cotton pillow cases at a remarkably low price. Launder well. Stand lots of hard wear. Great for everyday use in the home, in hotels or boarding-houses. About 42 x 33 inches. **24¢**
Postpaid, each . . . **24¢**
or 6 for 1.35

"Wabasso"-Made
Hemstitched . . . Bleached

45-218 These are favored by thrifty housewives! "Wabasso"-made hemstitched pillow cases of strong, heavy white pillow cotton. Made for lasting wear. Always launder easily and perfectly. About 42 x 33 inches. **29¢**
Postpaid, each . . . **29¢**
or 6 for 1.64

Lots of Wear!
Hemmed Pillow Cases

45-219 For economy and extra wear, we recommend these hemmed pillow cases made from firm strong round-thread unbleached pillow cotton. Easy to wash and to bleach. Priced low. About 42 x 33 inches. **23¢**
Postpaid, each . . . **23¢**
or 6 for 1.29

SHEETS . . . BIG SAVINGS! . . . DON'T MISS THEM!

A LOT FOR YOUR MONEY

149
PAIR

HEMSTITCHED

195
PAIR UP

EXTRA LARGE

269
PAIR

Standard Quality Everyday Sheets
At the Lowest Price in Many Years

45-220 Here's how Simpson's save you money! These sheets are made from well-woven improved-quality unbleached cotton sheeting for extra wear, at a very low price. They are neatly hemmed and come in a good comfortable size for your double beds. Will bleach snowy-white as they are laundered. No home can have too many on hand. When it is possible to buy sheets of this splendid quality for such a low price, you will be wise to order a full supply—and order early! Double-bed size—about 73 x 87 inches. **Simpson's Low Price, Postpaid, a pair.. 1.49**

Durable Well-Woven Bleached Cotton Sheets
Two Qualities . . . Outstanding Values for the Money!

Wonderfully soft smooth sheets. Well-made of strong bleached cotton sheeting that will give lots of wear and will improve with every laundering. Hemstitched hem at the top and plain hem at the bottom. Two large sizes in a good serviceable grade; and two extra large sizes in a round-thread "Wabasso" grade. Now is the time to get splendid sheets for little money! You'll be surprised and delighted to pay so little for such fine quality.

45-221 Good Grade. 69 x 87 inches. **A pair.. 1.95**

45-222 Long. Wide. 76 x 95 inches. **A pair.. 2.59**

45-223 "Wabasso". 69 x 96 inches. **A pair.. 2.65**

45-224 "Wabasso". 76 x 96 inches. **A pair.. 2.79**

Special "Wabasso"-Made Sheets
Long and Wide . . . and Extra Value

45-225 For greatest comfort, thousands prefer these hemmed sheets for their generous size and their smooth linen finish. Sturdy round-thread quality, great for wear, perfect in laundering, bleached snowy white. Now is the time to buy plenty of these good big sheets for your double beds. You'll be amazed to buy them for such a price—lower than in years and years. Sheets of this extra size and special quality are well worth more money and are usually sold for more. Note the size—about 76 x 96 inches. **Simpson's Price, Postpaid, a pair..... 2.69**

WHAT LOVELY
HAND-DRAWN HEMSTITCHING!

OUR BEST
QUALITY
SHEETS

SIMPSON
SPECIAL
350
PAIR

Large "New Regent"
Great Buying for You

45-226 You'll be delighted with these extra good "Wabasso"-made sheets. They're of fine round-thread bleached cotton sheeting, firm and strong, with a smooth linen-like finish that gives luxury in appearance and in "feel". And they're such lovely large sheets, too! Hand-drawn hemstitched hem at top and plain hem at the bottom. We can think of no more acceptable "Hope Chest" gift than these fine sheets—they're just the kind to please the particular woman. About 81 x 96 inches. **Postpaid, a pair, only. 3.50**

STANDARD
QUALITY
SHEETS

185
PAIR UP

ECONOMY
QUALITY
SHEETS

200
PAIR UP

Two Money-Saving Offerings Here!
Be Sure to Take Advantage!
Values the House-Wife Will Welcome.

These are the kind of hemmed sheets thrifty house-wives like for everyday use. They're made of bleached cotton sheeting that wears and launders splendidly. Two practical sizes for double beds. Buy plenty of these sheets while the prices are so low! They'll prove a saving in the service they will give. Every home in Canada should have them!

45-227 Large size—about 69 x 87 inches. **Simpson's Price, Postpaid, a pair..... 1.85**

45-228 Extra size—about 76 x 87 inches. **Simpson's Price, Postpaid, a pair..... 1.95**

Extra Good Sheets for the Money
Plenty of Wear in Every Pair
Be Sure To Send Your Order Early.

A Simpson offering with the home-maker in mind! These sturdy hemmed sheets are made from a strong firm quality of unbleached cotton sheeting, well finished, easy to wash, quick to bleach. You will find none better for the money anywhere. Buy your supply now and save at Simpson's low special prices. Note the two good sizes!

45-229 Large size—about 73 x 90 inches. **For double beds. Price, Postpaid, a pair... 2.00**

45-230 Extra size—about 82 x 90 inches. **For wider beds. Price, Postpaid, a pair.... 2.25**

SPLENDID PILLOW COTTONS



OUR BEST

A Fine Smooth-Finished "Wabasso" Pillow Cotton

Circular . . . Round-Thread Weave . . . Bleached Pure White

45-234 How easy it is to use this pillow cotton! Tear off the length you want, stitch one end, hem the other end, and you've made a seamless pillow case. A lovely quality of "Wabasso" pillow cotton, perfectly bleached, great for wear, easy to wash. Has that fine smooth finish that makes it so lovely for fine embroidery work or to initial, as preferred.

"A Simpson Special".
Very Outstanding Value.

Width about 42 inches.

Our Price, Postpaid, a yard for only 37¢

STURDY "COLONIAL" MAKES

GRAND VALUE
LOTS OF WEAR

BETTER QUALITY
FOR EVERY HOME

Pillow Cotton You'll Like **17¢**
About 42-Inch. A Yard . .
or 10 yards for 1.59

Value You Won't Want to Miss!

45-235 Good stout unbleached pillow cotton, priced remarkably low for the quality. Gives plenty of wear, launders easily and is quick to bleach pure white. You'll find it a saving to buy it now and make plenty of good sturdy pillow cases for everyday use.

Simpson's Pay the Postage.

Bleached Pillow Cotton **23¢**
About 42-Inch. A Yard . .
or 10 yards for 2.24

Wears and Launderers Like New

45-236 We recommend this well-woven pure white pillow cotton to give full satisfaction for everyday use. It will wear and wear and will launder like new. A strong firm round-thread cotton that is marvellous value for you at this price. Get plenty now!

Simpson's Pay the Postage.

BLEACHED AND FACTORY COTTONS

WIDE
WIDTH

Unbleached Cottons
Three Qualities

All about 40 inches wide.

45-237 Full Standard. **13¢**
Price, Postpaid, a yard
or 10 yards for 1.24

45-238 Heavier Make. **18¢**
Price, Postpaid, a yard
or 10 yards for 1.74

45-239 Our Best Make. **23¢**
Price, Postpaid, a yard
or 10 yards for 2.24

These are strong good-wearing unbleached cottons for seamed sheets, pillow cases, linings and for various home uses. Quickly bleached. Pure-finished. Here's where you get big values in cottons.

SNOW
WHITE

36-INCH

Special

Two Specials in Longcloth
Firmly Woven for Service

45-240 "Colonial" Quality. **16¢**
35-inch. Postpaid, a yard
or 10 yards for 1.54

45-241 "Wabasso" Quality. **22¢**
35-inch. Postpaid, a yard
or 10 yards for 2.14

You'll be delighted with these firmly-woven white longcloths for slips, nightgowns, pillow cases, etc. Wear and launder well.

Good Strong Factory Cotton
For Various Home Needs

45-242 Special Value. **12¢**
36-inch. Postpaid, a yard
or 10 yards for 1.14

Just what you need for sturdy pillow cases, linings, aprons, ironing-board covers, etc. Good firmly-woven unbleached factory cotton, a dependable quality for wear and quickly bleached. Think of being able to buy a cotton like this for such a low price!

Simpson's GOOD SHEETINGS

Our Best
Sheetings

"Champion" Broadloom

The great wearing quality and the delightful smooth linen-finish of these sheetings are sure to please the housewife who is particular about quality and careful in the matter of economy. Round-thread weave, heavy and strong, perfect in laundering. For the money, you'll find no sheetings to equal these. Women who have used them tell us how fully satisfactory they are.

OUR BEST
QUALITY



"Champion" Broadloom
45-243 Unbleached.
About 76 inches.

Price, Postpaid, a yard. **48¢**

45-244 Unbleached.
About 86 inches.

Price, Postpaid, a yard. **53¢**

"Champion" Broadloom
45-245 Bleached.
About 72 inches.

Price, Postpaid, a yard. **58¢**

45-246 Bleached.
About 81 inches.

Price, Postpaid, a yard. **65¢**

Our Bleached Sheetting
In the Standard Quality

Two Widths for Double Beds

This quality of bleached cotton sheetting has stood the test for over a quarter of a century—and it is still a favorite. 10 yards will make two pairs of comfortable sheets—wide or extra wide. What value it is! Be sure to get a plentiful supply now!

45-247 Width about 69 inches.
For your double beds.

Price, Postpaid, a yard **33¢**
or 10 yards for 3.24

45-248 Width about 76 inches.
For your double beds.

Price, Postpaid, a yard **37¢**
or 10 yards for 3.64

.

The "Wabasso" Sheetting
Two "Marvel" Values

Two Widths for Double Beds

The better-quality round-thread cotton sheetting, smooth and comfortable to use. "Wabasso"-made, bleached to a snowy whiteness, great for wear, easy to launder. You certainly make a saving at these low prices! An example of the values you get when you order by mail from Simpson's.

45-249 Width about 69 inches.
For your double beds.

Price, Postpaid, a yard **40¢**
or 10 yards for 3.94

45-250 Width about 76 inches.
For your double beds.

Price, Postpaid, a yard **45¢**
or 10 yards for 4.44

.

Our Unbleached Sheetings
Big Savings for You

Two Good-Wearing Qualities

Great sheetings for the money! The strongly-woven unbleached cotton sheetings that give such wonderful wear and satisfaction. Easy to wash and quick to bleach pure white. We selected them for their firmness and good sturdy quality. You get wonderful value when you buy them here, at these remarkably low prices.

Improved "Colonial" Quality

45-251 Width about 73 inches.
For your double beds.

Price, Postpaid, a yard **27¢**
or 10 yards for 2.64

45-252 Width about 82 inches.
For your widest beds.

Price, Postpaid, a yard **31¢**
or 10 yards for 3.00

"Durowear" Colonial Quality

45-253 Width about 73 inches.
For your double beds.

Price, Postpaid, a yard **34¢**
or 10 yards for 3.34

45-254 Width about 82 inches.
For your widest beds.

Price, Postpaid, a yard **39¢**
or 10 yards for 3.84

STANDARD
QUALITY

33¢
YARD UP

MARVEL
VALUES

40¢
YARD UP

BIG
SAVINGS

27¢
YARD UP

SOFT WHITE SAXONY FLANNELETTES



10 **159**
YARDS

Our "Baby's Own" Quality Fine and Soft as Velvet

45-255 Lovely white Saxony flannelette with the "velva" finish that gives such softness and such great comfort. Stands lots of wear, and there's nothing better to make clothing and comfortable sleepers for the wee tots. Width about 31 inches.

Postpaid, **17¢** or **10 yards 1.64**
A yard.....

Standard Quality for So Many Uses. Yard **12¢** or 10 yards for 1.14

45-256 Strongly-woven pure-finished white Saxony flannelette, good quality for service and real comfort. Splendid for baby's little clothes, sleepers and diapers. Always easy to wash. Note our very low price for it here! You get lots for your money when you buy it. Width about 27 inches.

"Velva" Finish So Comfortable. Yard **25¢** or 10 yards for 2.44

45-257 Our best quality of white Saxony flannelette, thick and soft, sturdy and well woven. Delightful for nightgowns, underwear and children's sleepers. Gives the utmost satisfaction in wear and washing. Big value! This quality is usually higher in price. Width about 36 inches.

Buy 10 Yards and Save! This is a Very Special Value

45-258 Good wide width and good wearing quality in this soft white Saxony flannelette. You'll like it for sleeping clothes, underwear and linings—it is so comfortable with its fine napping on both sides, so soft next the skin. Width about 34 inches.

Our Price, **10 yards for 1.59**
Postpaid.....

Wide Flannelette Pyjama Stripes. Yard **17¢** or 10 yards for 1.64

45-259 Buy now and share in this big Special! Popular flannelette, for pyjamas, sleepers, bloomers, nightgowns, linings, etc. **Pink, blue, mauve or tan** stripes; also in **grey-with-red** or **grey-with-blue** stripes. Lots of wear and the colors are very pretty. Width about 36 inches.

Delightfully Soft Cosy Flannelette. Yard **20¢** or 10 yards for 1.94

45-260 Well-woven soft flannelette in a generous width—unexcelled for comfort and service. **Pink, blue, mauve or tan** stripes. Easy to wash. Ideal for nightgowns, kiddies' sleepers, men's and women's pyjamas. Get plenty for your family sewing this Spring! Width about 36 inches.

Standard Quality of Flannelette. Yard **13¢** or 10 yards for 1.24

45-261 Good soft flannelette for cosy garments, also for linings and quilt-coverings. Very attractive **pink, blue or mauve** stripes. Light weight for comfort, yet of a quality that will give plenty of wear and wash perfectly. Get a good supply now! Make a real saving! Width about 27 inches.

Our Best-Grade of Flannelette. Yard **27¢** or 10 yards for 2.64

45-262 How soft and comfortable this lovely flannelette is! For constant wear and for easy washing, you'll find none better. **Pink, blue, tan or mauve** pyjama stripes. Heavy and firm—the kind to choose always. Outstanding in quality and in good value. Width about 36 inches.

Simpson's SOFT CANTON FLANNELS

13¢
YARD UP

Firm and Absorbent Three Good Qualities

Soft-finished unbleached Canton flannels for babies' diapers, also for bloomers, sleepers, etc. Close napping on a firm twill back. Long-wearing and easy to wash.

45-263 Medium. 26-inch. Price, yard... **13¢**
or 10 yards for 1.24

45-264 Heavier. 26-inch. Price, yard... **16¢**
or 10 yards for 1.54

45-265 Extra Heavy. 36-inch. Price, yard... **24¢**
or 10 yards for 2.34



Colored Flannelette. Yard **20¢** or 10 Yards for 1.94

45-266 Beautifully woven Saxony flannelette with new "velva" finish. Popular plain shades, soft **peach, blue, mauve, tan or pink**. Lovely for dressing-gowns, pyjamas, bed-jackets, sleepers, bloomers. Width about 34 inches.

BIG VALUES IN BEST COTTON BATTS

3 lbs.
QUILTED



98¢
EACH

Lovely Big Batts for Comforter Filling

45-267 Good soft quilted cotton batts in natural cream-color, just the right kind and size for a big double-bed comforter. Improved quality. Our price means a saving in money to you. Have a quilting party! Get your friends together and make your new comforters! About 72 x 90 inches. Each **98¢**
Weight about 3 lbs.

Comforter Chintz. A Yard **19¢** or 10 yards for 1.84

45-268 Such very pretty chintz—and it's such wonderful value! Dainty small floral patterns in fadeless **rose, blue, gold, green or orchid**. 10 yards will cover both sides of a big double-bed comforter. You save money when you buy it at Simpson's price! Width about 36 inches.



SIMPSON SPECIAL
55¢
EACH

72 x 90 Inches. Beautiful Quality Soft Batts for Double-Bed Quilts

Note the Size! And Note Our Price!
You'll Need Them for Your Quilting

45-269 Here's "Simpson's Special" in springy white woolly China cotton batts—just the softest loftiest fluffiest batts you could want for making your quilts and comforters. One makes a splendid filling for a big double-bed quilt, but use two if you want extra thickness. Each batt is carefully rolled and will easily open out into a smooth flat sheet. How lovely they are—and so easy to use! You'll be delighted with their quality and comfort.

These Woolly China Cotton Batts.

Each about 72 x 90 inches.

Simpson's Low Price, Postpaid, each... **55¢**



Note Our Low Prices for These! Soft Batts in Two Good Sizes

45-270 Large Batts. **27¢**
About 12-oz. Each

45-271 Larger Batts. **39¢**
About 16-oz. Each

Buy Yours Now and Save Money!

Soft springy **bleached** cotton batts in two practical sizes—large and extra large. Just right for filling quilts and comforters, making cushions, padding seats and boxes, etc. You get them rolled and wrapped, and each will open out into a smooth flat sheet of padding, easy and convenient to handle. Here's where you buy good batts for very little money! You'll be wise to order now! There are always many practical uses for soft clean batts and these are all clean new bleached cotton.

160 × BUY SIMPSON'S QUALITY

TIME-TESTED TICKINGS... DENIMS...SHIRTINGS...



Our C.C. Ticking

21¢ a Yard
or 10 yards for 2.00

45-275 Strong tough yarn-dyed ticking in **medium dark stripes**—just the quality you'll like for making straw ticks, for re-covering your pillows or worn mattresses. A splendid ticking for the money, always satisfactory in wear and a good practical width. A real economy for you! Width about 30 inches.

Feather Ticking

45¢ a Yard

45-276 Firm strong wide herring-bone ticking, heavy quality, closely-woven, so that the feathers will not push through. A ticking that can't be beat for wear and value. Yarn-dyed **blue-and-white** stripes. If you want a high-grade ticking for years of satisfaction, then choose this. Width about 36 inches.

Best Ticking

40¢ a Yard
or 10 yards for 3.95

45-277 In feather-proof sateen ticking, this is the best quality for making your pillows and mattresses. Firm weave that holds feathers securely, soft and strong, heavy and long-wearing. This is a very low price for such a good quality. Pretty floral art patterns in **rose or blue** effects. Width about 31 inches.

Big Bargain! Sheet-End Remnants Buy Yours Now!

Lowest prices in years and years! Strong quality to stand lots of wear, and not too heavy for easy washing! Unbleached cotton sheet-end remnants, just great for everyday sheets and quickly bleached pure white. Tear your lengths, hem the ends, then you'll have splendid everyday sheets—and you'll save money, too! Order today! And order plenty to make sheets for all your beds! We have 5-yard ends, enough for two double-bed sheets. Also 10-yard ends, for four double-bed sheets.

All about 73 inches wide.
A good comfortable width.

45-278 Each... **5-yard End 1.34**

45-279 Each... **10-yd. End 2.63**
We Pay the Postage

**10-YARD
ENDS
263**

**5-YARD
ENDS
134**

Doctors' Gauze 10 Yards 59¢

About 36-Inch. 45-280 Special gauze for hospital and office use, for bandages and dressings. White pure quality, wrapped to keep it sanitary. Fine and soft.—None better.

Diaper Cotton 10 Yards 159

About 26-Inch. 45-281 Bleached "birdseye" diaper cotton, soft and absorbent, easy to wash. Will not irritate the most tender skin.

Cheesecloth 10 Yards 55¢

About 36-Inch. 45-282 Soft and pure, bleached or unbleached. For straining fruit juices, dusting, polishing your cars or furniture.



BLUE DENIMS

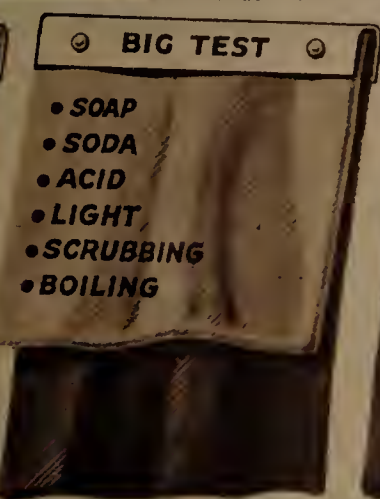
Great Denim Values

45-283 Our **"Good-Wear"**. Yard **24¢**

A stout sturdy yarn-dyed **blue denim with red back**, for hard-wearing overalls, smocks, work clothes and little children's play clothes. Width about 28 inches.

45-284 Our **"A1"** Grade. Yard **27¢**

Heavier stronger **blue denim with white back**. Nothing better for hard-wearing work clothes. Yarn-dyed, tough and very stout. Just great for men's and boys' wear. Width about 28 inches.



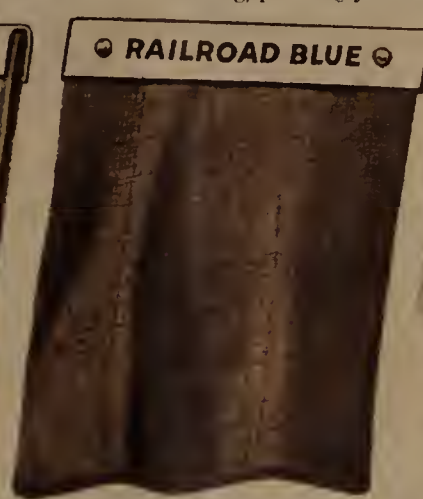
BIG TEST

- SOAP
- SODA
- ACID
- LIGHT
- SCRUBBING
- BOILING

Sports Drill

Navy or Tan. Yard **33¢**

45-285 Our famous **"Big Test"** quality of fine drill, put through 6 severe tests to prove it color-fast:—**soap, soda, acid, light, scrubbing, boiling**. A great cloth for tough wear, for riding outfits, sports togs, men's shirts and boys' play suits. **Navy blue or sport tan**—the most popular colors. And it's wonderful value! Width about 36 inches.

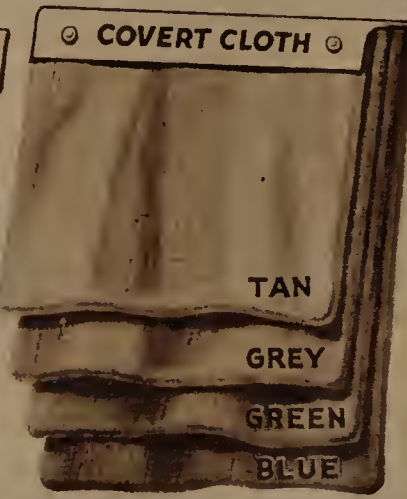


RAILROAD BLUE

"Hard-Wear"

Shirting Yard **20¢**
or 10 yards for 1.95

45-286 Big saving here! The same good-wearing **Original Railroad Blue Shirting** that has given such full satisfaction, the same wide width, priced lower than ever before. The right weight for comfort and for easy washing. For men's work shirts, also for boys' overalls, play suits or shirts. Width about 38 inches.

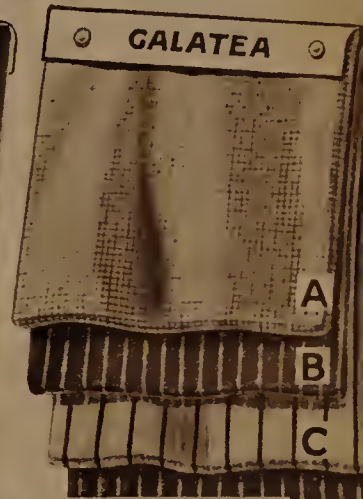


COVERT CLOTH

TAN
GREY
GREEN
BLUE

Strong Shirting Four Colors. Yard **25¢**

45-287 Well-woven sturdy yard-wide covert cloth shirting—yarn-dyed **tan, grey, green or blue**, pick-and-pick with white. A great cloth for garments that must stand hard wear:—boys' shirts, children's play clothes, and work clothing. For such a price, you'll find no cloth to beat it. You make a saving on every yard you buy! Width about 36 inches.



GALATEA

Durable Galatea. Yard **22¢**
or 10 yards for 2.14

45-288 Tough stout shirting, known and liked for its great quality. Splendid for hard-wearing shirts and boys' play clothes. Width about 27 inches.

- (A) Navy-and-White Pincheck.
- (B) Navy-and-White Stripe.
- (C) Tan-and-White Stripe.
- (D) Black-and-White Stripe.
- (E) Plain Navy Blue Shade.

Remnant Bundles

10 Yards 178

All Useful Cottons!

45-289 Everybody finds plenty of ways for using good cotton remnants! In this assortment are striped and white flannelettes, canton flannels and factory cottons, widths from 26 to 36 inches, no piece shorter than 1 yard, some longer. All handy, all good quality, fresh and clean. Just what you need for patching, for linings, dusters, kiddies' little rompers and jackets, etc. There are 10 yards at least in each economy bundle. You save money by including a bundle or two of these in your order.

Big Tea Towels

8 for 98¢

Get Your Supply!

45 R 290 Super Bargain! As part of an order which totals 5.00 or over, of goods from our catalogues, you can buy 8 of these **hemmed Irish tea towels for 98¢**. Bright red or blue, gold or green checks and borders, assorted colors in each lot. Good big towels, woven from strong linen-finished cotton yarns, absorbent, good-wearing, easy to wash. About 22 x 34 inches. Make up your 5.00 order today and save! **Only 8** of these towels included in each 5.00 order.



8 TEA TOWELS

Only

**SOLD ONLY IF INCLUDED
98¢
IN ORDER OF
\$5.00
OR OVER**

USE THE BUDGET CLUB SEE PAGE 210 X 161



SOLD ONLY IF INCLUDED
69¢
 PAIR
 IN ORDER OF
\$5.00
 OR OVER

Big Super Bargain
Lovely Embroidered Pillow Cases
 45R295 Just think of this! You may buy 1 pair of these handsome pillow cases for 69¢, as part of an order which totals 5.00 or over, of goods from Our Catalogues. Lovely Madeira-type hand-embroidery and scalloping on fine firmly-woven white pillow cotton. Assorted patterns, all lovely. Best size, about 42 x 34 inches. Only 1 Pair Sold with Each 5.00 Order

Smart Couch Covers 168

Colorful Homespun. Each

Green, Blue, Tan or Rust Effects

49-205 What pretty couch covers for so little money (see illustration at the right)! They're so bright and cheerful with their soft blending colorings, and the fancy slub weave is very smart, too. Good weight, firm strong quality, ends hemmed. How little it will cost you to make your worn couch look new by using one of these!

Good size—about 48 x 88 inches.

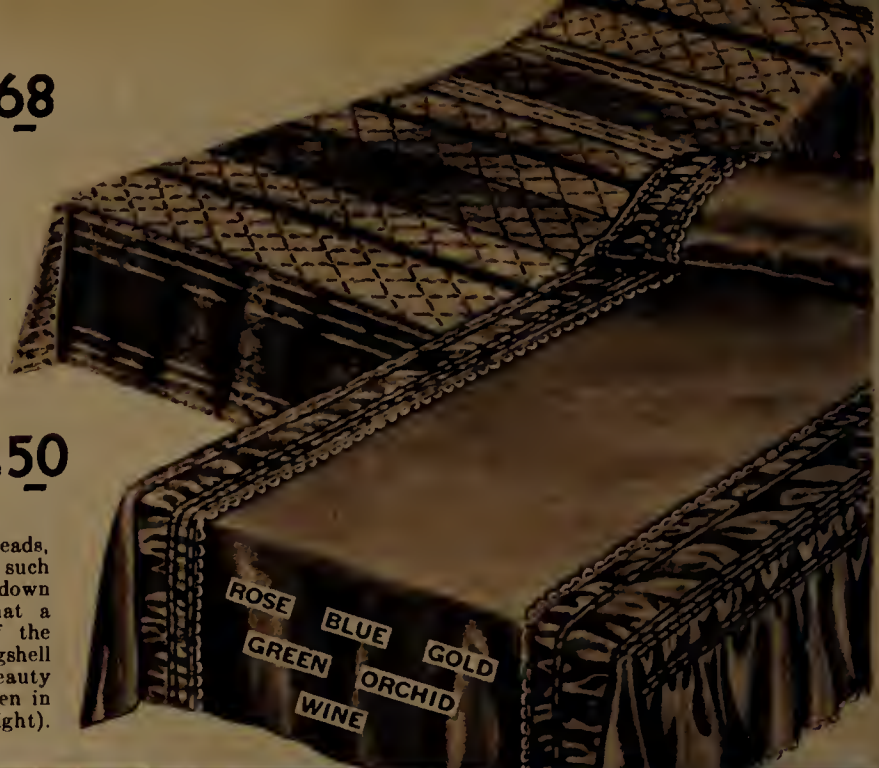
Lustrous Bedspreads 450

Rich Glowing Satin. Each

Rose, Blue, Gold, Green, Orchid, Wine

45-296 Such lovely celanese satin bedspreads, such heavy quality and so rich, and they're such wonderful value! Note the full valance down each side, with its soft full shirring—what a delightful effect it gives! Both edges of the valance are finished with satin cord in eggshell shade on all the six glorious colors. More beauty and more value here than we have ever seen in satin bedspreads. (See illustration at the right).

Large size—about 88 x 100 inches.




Big Plaid Motor Rugs
Marvellous Value for You. Each 59
 45-297 Just the weight for Spring and Summer comfort;—just the colors to look smart at all outings! Medium plaids in such attractive colorings! Pretty woolly-finished motor rugs, woven from strong heavy cotton yarns. Ends fringed. Full size—about 54 x 68 inches.



Feather Pillows
Select Quality
 45-298 Undoubtedly, this is Canada's greatest pillow value! Simpson's select quality **Health Pillows**, extra well filled with lovely soft goose and duck feather-down which has been thoroughly water-washed and steamed to make it clean and sanitary for refreshing sleep. Covered with lustrous down-proof sateen in plain soft ecru shade. Edges piped to keep them firm and strong. Good comfortable size—about 21 x 27 inches. **Our Price, Postpaid, a pair 4.95**

Pretty Pillow Cases 85¢ A Pair

Rosebud Borders in Color

45-299 Quite the smartest style in pillow cases—and the value is very outstanding, too. Made from bleached pillow cotton of good weight and firm quality. Wide hem-stitched hems in small rosebud design, — **rose, blue, gold, green or orchid** effects, all fadeless colors. We will stamp **one initial** on each pillow case, **free**, if you wish—(state the initial). Or you may buy them with no initial, if you prefer. They're just delightful either way.

The popular size—about 42 x 33 inches.




69¢ EACH UP
THREE SIZES
FIVE COLORS

New Colorful Hearth Rugs

Three sizes in these useful rugs for hearth, bedroom or bathroom. Each size in **rose, delft blue, gold, green or orchid**, with a white warp. The very pretty borders show contrasting colors that are smart as can be. Firmly woven and soft, durable and washable. Ends fringed. Good well-made rugs at low prices, practical for everyday use and they will last you a long time. They mean savings to you!

- 49-206 About 18 x 36 ins. **Each 69¢**
- 49-207 About 24 x 48 ins. **Each 98¢**
- 49-208 About 27 x 54 ins. **Each 1.25**

Big Blankets 450 EACH

Soft Pure Wool

45-300 Large delightful blankets, carrying our full **2-Year MOTHGUARD Guarantee**. Attached you will find our special printed ticket of guarantee against moths for 2 years. Rich soft shades of **rose, blue, gold, green, orchid or American Beauty rose**. Bound with lustrous satin to match. All pure wool, so fine, so soft,—and reversible. Use them for comfortables or couch throws, as well as for blankets. How lovely they will look! How enjoyable they will be, too!

About 60 x 80 inches.

Price, Postpaid, each 4.50



Description of the Beautiful Spring Goods Shown on the Opposite Page

The Candlewick Bedspreads

(A) 45-305 Beautiful new designs hand-tufted in fast colors—**rose, blue, gold, green or orchid**, lots of tufting, on a firmly-woven cream bedspread cotton. More popular than ever, easy to wash, need no ironing. Look very pretty and they are such wonderful value. Cover bed and pillows.

Large—about 80 x 100 inches.

Our Price, Postpaid, each 2.95

New Chenille Bedspreads

(B) 45-306 Large spreads, and they're just lovely with their rich colorings. Attractive designs in **peach with rust, dust-rose with wine, two shades of green, two shades of blue, beige with brown**, soft chenille on close firm colored bedspread cotton. Colors absolutely fast. Cover a double bed and pillows.

Size about 90 x 100 inches.

Our Price, Postpaid, each 6.50

Celanese Satin Ensemble

(C) 45-307 **Rose, blue, gold, green or orchid, light rose, light green, light gold**. Spread with diamond tucking, shirred valance, edging of eggshell silk cord. 85 x 108 inches. Pinch-pleat drapes with tucking, and tie-backs. Each 21 inches at top, 41 inches at bottom, 84 inches long. Round cushion filled with kapok down. 20 x 20 ins.

Complete Ensemble, Postpaid 13.95

Lovely Silk Drapery Repp

(D) 49-100 Smart fancy weave, lustrous and glowing with beauty. **Green, rose, blue, gold, wine, rust**, all sunfast colors. A very handsome drapery repp, made from rayon silk and fine strong cotton. Heavy quality that drapes gracefully and makes the most delightful portieres and hangings.

Wide width, about 50 inches.

Our Price, Postpaid, a yard 85¢

Slub Drapery Homespun

(E) 49-101 Fancy wide homespun, heavy soft quality, popular for graceful new drapes, bedspreads and cushions, to give your home that inviting tone. In soft shades—**blue, green, tan, rust**. Width about 48 inches.

Price, Postpaid, a yard 69¢

English Drapery Homespun

(F) 49-102 Wide "Folk-Weave" homespun, lovely patterns in **rust, rose, blue, green or tan**. Close and firm. Very popular for new Spring overdrapes, cushions, portieres, slip-covers, bedspreads, etc. Width about 46 inches.

Price, Postpaid, a yard 39¢

Bright Colorful Cretonne

(G) 49-103 Gay with tulips and Spring flowers on **green, rose, blue, tan, black or dark rust** grounds. Delightful for overdrapes, cushions, slip-covers, box-covers, etc. Good-wearing quality. Width about 35 inches.

Price, Postpaid, a yard 23¢

English Floral Cretonne

(H) 45-308 New designs of roses and foliage on **black, rose, blue, tan or green** grounds. For new drapes, comforter-coverings, cushions, box-covers, slip-covers. Width about 36 inches.

A Yard 22¢ or 10 yards 2.14

Silk Velour Scarfs

(K) 45-309 You'll like these lovely rich scarfs for dresser, library or den tables. Lustrous rayon silk on a firm strong cotton back. Soft colorings on **wine, rust, blue, green or black** grounds. About 50 x 13 inches.

Price, Postpaid, each 98¢

ESMOND Reversible Blankets

(L) 45-310 Soft woolly China cotton and pure wool. **Rose-with-gold; rose-with-green; blue-with-rose; green-with-orchid; rose-with-blue**. Wide binding of sateen. Large size—about 66 x 80 ins.

Post Paid, each 2.69

Gleaming Damask Overdrapes

(M) 49-104 Woven of rayon-silk-and-cotton. **Green, rose, blue, gold, wine, rust**, in fine damask designs. Silk fringe. About 50 inches at top } **Each 3.95**
 and 2 1/4 yards long. } **Set...**

49-105 Rayon-silk-and-cotton damask. **Green, rose, blue, gold, wine, rust**. Width about 48 inches. **Yard 98¢**

Very Pretty Tuscan Curtains

(N) 49-106 Such delightful curtains, real tuscan lace in **soft biscuit** shade. Fancy open-mesh weaves, fine borders and lacy edges. Firmly woven, perfect in laundering, lovely at your windows. What wonderful value they are for the money, too!

Each about 35 inches wide, and 2 1/4 yards long. **A pair 1.50**

Silk Pinch-Pleat Drapes

(P) 49-107 These are delightful drapes of colorful slub-weave repp—in **rust, wood-rose, blue, gold, green or wine**. Heavy quality, woven of rayon-silk-and-cotton. 3 pinch-pleats. 5 French heading-hooks, sewn on. Have tie-backs to match.

Each 22 inches at top. 36 inches at bottom. 84 inches long. **Pair 3.95**

CANDLEWICK BEDSPREADS

ROSE BLUE GOLD
GREEN ORCHID

(A)

295
EACH

RICH CHENILLE BEDSPREADS

PEACH AND RUST
DUST-ROSE AND WINE
2 SHADES OF GREEN
2 SHADES OF BLUE
BEIGE AND BROWN

(B)

650
EACH

SIMPSON
SPECIAL
1395

RICH SATIN ENSEMBLE

ROSE BLUE GOLD GREEN
ORCHID LIGHT ROSE LIGHT GREEN LIGHT GOLD

(C)

FOR DESCRIPTIONS SEE OPPOSITE PAGE

SILK REPP 85¢
YARD

(D)

HOMESPUN 69¢
YARD

(E)

HOMESPUN 39¢
YARD

(F)

CRETONNE 23¢
YARD

(G)

CRETONNE 22¢
YARD

(H)

SILK VELOUR SCARFS

(K)

98¢
EACH

REVERSIBLE

(L)

269
EACH

RICH SILK DAMASK

(M)

(N)

GREEN
ROSE
BLUE
GOLD
WINE
RUST

395
SET

TUSCAN
CURTAINS 150
PAIR

SILK READY-TO-HANG

(P)

395
PAIR

RUST,
WOOD-ROSE
BLUE
GOLD
GREEN
WINE

Low Cash Prices! Why Pay More?

x 163



①
298
PAIR

GREEN
RED BLUE
GOLD ROSE
ORCHID



NEW
COTTAGE
SETS

②

ROSE BLUE
GOLD GREEN RED ONLY **98¢**
SET



③

ROSE
BLUE
GOLD
GREEN
RED

FULL
VALANCE
STYLE **100**
SET

FADELESS VOILE SCRIM



⑤

17¢
YARD

RAYON SILK WITH VOILE SCRIM

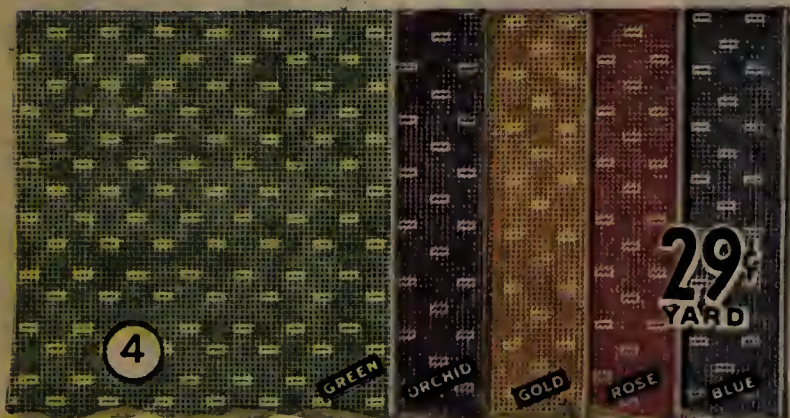


GOLD
GREEN
ROSE
BLUE
ORCHID

⑦

175
SET

WIDE SWISS MARQUISSETTE
FADELESS PASTEL SHADES



④

GREEN

ORCHID

GOLD

ROSE

BLUE

29
YARD

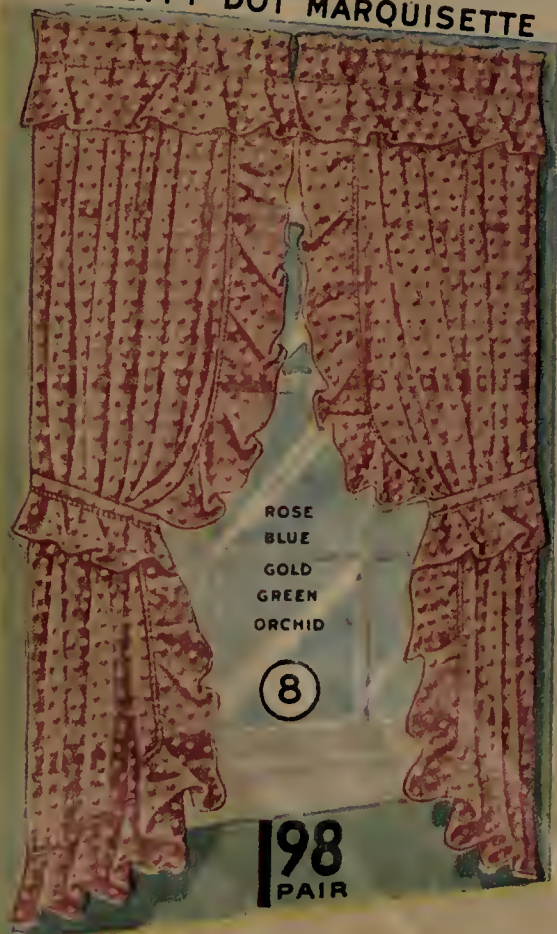
WIDE DRAPERY SILK



⑥

49
YARD

PUFFY-DOT MARQUISSETTE

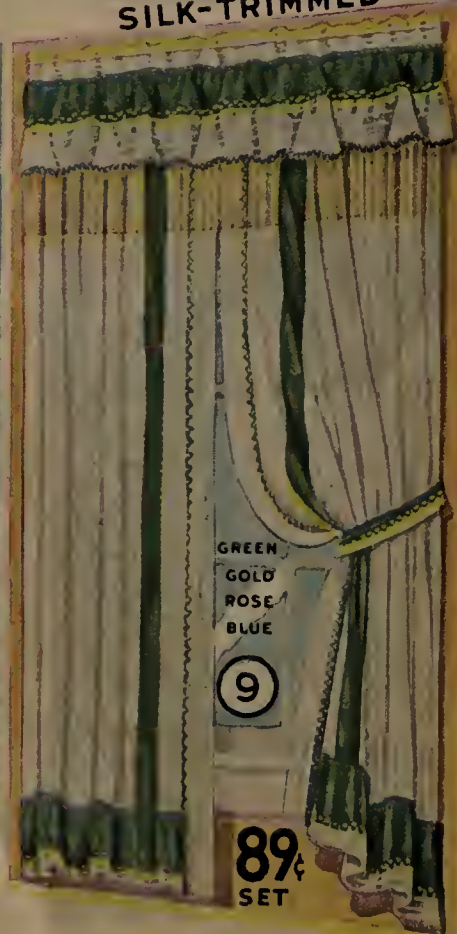


ROSE
BLUE
GOLD
GREEN
ORCHID

⑧

98
PAIR

SILK-TRIMMED



GREEN
GOLD
ROSE
BLUE

⑨

89
SET

MARQUISSETTE-BALL FRINGE

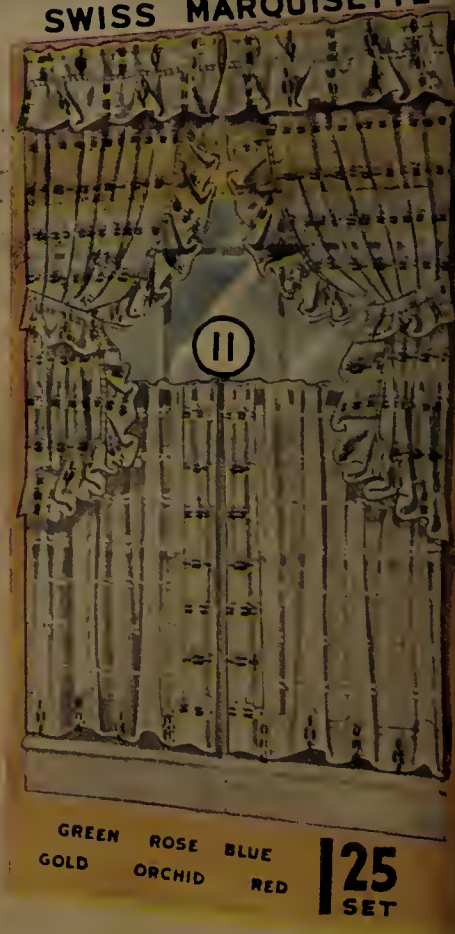


⑩

RED BLUE
GOLD GREEN BLACK

98
SET

SWISS MARQUISSETTE



⑪

GREEN ROSE BLUE
GOLD ORCHID RED

25
SET

Inexpensive Curtains... Smart Bordered Styles

Tuscan Type Lace Curtains.

1.00
Pair

49-120 Smart new tuscan-type lace curtains, fancy weave with lovely trailing vine borders and firm mock-tailored edges. **Soft biscuit** shade. Such attractive new curtains for so little money! Each about 34 inches wide. $2\frac{1}{4}$ yards long.

Smart Curtains Lacy Weave.

79¢
Pair

49-121 Delightful tuscan-type curtains in **rich biscuit** shade, very pretty bordered patterns with mock-tailored edges. Value outstanding in lovely curtains to add charm to your home. Each about 27 inches wide. $2\frac{1}{4}$ yards long.

Lace Curtains. Special . . . Only

1.00
Pair

49-122 Note what a low price you pay for these new imported **ivory** lace curtains! Delightful all-over sprig designs with such handsome wide borders. Scalloped edges are very firmly over-locked. Each about 33 inches wide. $2\frac{1}{4}$ yards long.

New Style Tuscan Curtains.

49
Pair

49-123 Here's one of the special values of the season! Tuscan-type curtains of outstanding quality, soft **rich biscuit** shade, fancy open-mesh weave that is so pretty, such beautiful new borders, and firm mock-tailored edges. Each about 36 inches wide. $2\frac{1}{4}$ yards long.



RUST
BLUE
PLUM
GREEN

4.50
PAIR

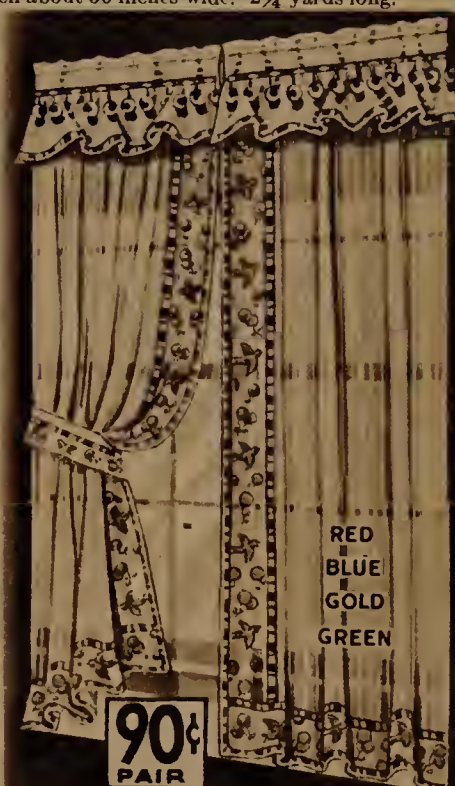


1.50
PAIR



ROSE
BLUE
GOLD
GREEN
ORCHID

90¢
SET



RED
BLUE
GOLD
GREEN

90¢
PAIR

New Pinch-Pleat Drapes Made Up, Ready to Hang

49-124 Lovely colorful homespun drapes, fancy slub weave, delightful effects in **rust, blue, green, or plum with tan**. 5 pinch pleats. 7" French heading-hooks sewn on. Tie-backs included. Smart popular drapes, the right weight to hang perfectly, very rich. Each 24 ins. at top. 48 ins. at bottom. 84 ins. long. **Pair 4.50**

Ruffle-Edge Effect Just Delightful for the Spring

49-125 How pretty these tuscan-type lace curtains are, with their rich floral borders, and the edge woven to give the effect of frilly ruffles! Soft **toasted biscuit** shade. Tie-backs included. Fine quality, charming in appearance, launder to look just like new. Each about 35 ins. wide and $2\frac{1}{4}$ yards long. **Pair 1.50**

Pretty Colored Trim Lovely Full Valance Style

49-126 Graceful curtains of corded white voile scrim. Pretty trimming of marquisette in fast-color **rose, blue, gold, green or orchid**, showing white pussy willow spots. Double ruffles silk-overlocked. Narrow colored banding smartly finishes the sides. 52-inch top. $2\frac{1}{4}$ yds. long. **Set 90¢ or 2 Sets 1.75**

New Tailored Curtains Ball Fringe on the Valance

49-127 Smart dainty curtains of white corded voile scrim. Wide floral trim and narrow colored banding on curtains and tie-backs—fadeless **red, blue, gold or green**. Priscilla valance trimmed with colored ball fringe and colored banding. Each 20 ins. by $2\frac{1}{4}$ yds. **Pair 90¢ or 2 prs. 1.75**

Descriptions of the Curtains and Drapery Fabrics Shown on Opposite Page

Smart Criss-Cross Curtains

① 49-108 Graceful curtains, made wide with lots of fullness. Fine ivory marquisette with fadeless "pussy willow" spots in **green, red, blue, gold, rose or orchid**. Very pretty ball fringe, the base in color to match the spots, alternating with white. About 60 inches at top. **Price, 2.98**
About $2\frac{1}{4}$ yards long. **Pair.**

Best Quality Voile Scrim

⑤ 49-112 Newest floral designs in fast-color **rose, blue, rust, green**, each with contrasting colors, on soft cream ground. You'll be delighted with this voile scrim for your Spring curtains—it is so very dainty. Ten yards will make two pairs of curtains. About 39-inch. **Yard. 17¢ or 10 yards 1.59**

Silk-Trimmed Tailored Style Curtains

⑨ 49-116 So smart! So fresh! And what great value! Curtains of corded white voile scrim. Valance, sides, bottom and tie-backs, trimmed with wide bands of lustrous rayon-silk-and-cotton in **green, gold, rose or blue**. White border sewn on with colored silk stitching to match the bands. They drape softly and give a lovely effect in any room. About 52 inches across the top and $2\frac{1}{4}$ yards long. **Price, Postpaid, 89¢ or 2 sets for 1.68**

New 6-Piece Cottage Sets

② 49-109 Best ivory voile scrim. Priscilla-top curtains with novelty tulip blooms and silk-overlocked colored ruffles. Plain ivory sash curtains with silk snake-stitching and colored band-borders. **Rose, blue, gold, green, red, flowers and trim**. Top curtains 22 x 42 inches. **6-Piece 98¢**
Sash curtains 22 x 36 inches. **Set....**

Rich Celanese Drapery Silk

⑥ 49-113 Wide width for fullness in draping. Beautiful sunfast colors—**gold, rose, blue, green, orchid**. Lustrous celanese drapery silks of firm soft quality, for curtains, light over-drapes, cushions, bedspreads, etc. So attractive and popular. Note the wide width—about 44 inches. **Postpaid, 49¢**
A yard...

Ruffled Curtains with Valance

③ 49-110 All-over tulip blooms on best ivory voile scrim. Full valance. Wide plain ruffles, double-stitched and silk-overlocked. Delightful colors for Spring—**rose, blue, gold, green or red**. Smart as can be, and always look very pretty and fresh. About 48 inches at top. **Price, 1.00**
About $2\frac{1}{4}$ yards long. **Set...**

Popular Combination Curtains

⑦ 49-114 Delightful curtains for little money—and just lovely for Spring! Lustrous rayon-silk-and-cotton in **gold, green, rose, blue or orchid**, combined with fine ivory voile scrim. Scallop valance and the full ruffles, silk-overlocked in color. About 58 inches at top. **Price, 1.75**
About $2\frac{1}{4}$ yards long. **Set...**

Fadeless Wide Marquisette

④ 49-111 These soft attractive shades—**green, orchid, gold, rose, blue**, with clipped Swiss dots in ivory. Also comes in **all-white, all-cream or all-ecru**. A very lovely marquisette to make graceful new Spring curtains for many windows. Note the wide width—about 42 inches. **Postpaid, 29¢**
A yard...

Colored Marquisette Curtains

⑧ 49-115 New soft rich all-over shades—**rose, blue, gold, green, orchid**, with puffy "pussy willow" dots in cream-color. The ruffles are extra wide and full. Priscilla top for 1 rod. Wide curtains in one of the very popular new effects for Spring. Each about 30 ins. wide. **Price, 1.98**
About $2\frac{1}{4}$ yards long. **Pair....**

Beautiful Cottage Sets. Ball Fringe

⑩ 49-117 Top curtains of fine ivory marquisette showing puffy Swiss dots in fast-color **red, blue, gold, green or black**, combined with ivory Swiss dots. Ball fringe trimming to match the colors. Plain ivory sash curtains, trimmed with bands of the Swiss-dot marquisette like the upper curtains. Beautifully made and finished. One of the very smartest and most popular new Spring curtain styles. Top curtains 30 x 45 inches. **Postpaid, 1.98**
Sash curtains 26 x 36 inches. **6-Piece Set....**

Cottage Sets of Swiss Marquisette

⑪ 49-118 Upper curtains in ivory shade, with clipped dot designs in **green, rose, blue, gold, orchid or red**. Priscilla top and wide ruffles. Sash curtains in ivory shade, with wide bands in pretty color to match the top curtains. Top curtains 26 x 42 inches. **Postpaid, 1.25**
Sash curtains 24 x 36 inches. **6-Piece Set....**

35¢
YARD

A New Idea! Pretty Puffy Dots Fine Soft Marquisette

49-130 One of the most popular new curtain materials for Spring! Fine wide Swiss marquisette with puffy pussy willow dots—choice of cream or ecru. What could be lovelier for your new curtains? Width about 42 inches.
Price, Postpaid, a yard **35¢**

This Is Smart! Swiss Marquisette with Frilly Ruffle

49-131 Delightful quality for little money! Ivory, with clipped dot design in red, blue, rose, gold, green or orchid; also all-white, all-ivory, all-ecru. Has a firmly double-stitched wide full frilly ruffle. Width about 25 inches.
Postpaid, a yard... **22¢**

YARD **22¢**

Lovely Swiss Marquisette Curtains.



- ★ Nine Fadeless Colors to Select From.
- ★ Pussy Willow Clipped Designs.
- ★ Firmly-Woven Swiss Marquisette.
- ★ Trimmed with Wide Full Ruffles.
- ★ Priscilla Valance at Top for 1 Rod.
- ★ The Ruffles are French-Hemmed.

49-134 Soft-draping curtains, ivory, with design in red, blue, rose, gold, green or orchid; also all-white, all-cream, all-ecru. Finished ready to hang. Launder perfectly. All the ruffles are double-stitched. Each 24 inches wide and 2½ yards long.

White Cord Voile Scrim Curtains.

79¢
Set

- ★ The New Scalloped Valance Style.
- ★ Trimming of Lustrous Rayon Silk.
- ★ In Soft Rose, Blue, Gold, Green.
- ★ Double Ruffles, Double-Stitched.
- ★ And also Silk-Overlocked in Color.
- ★ Wonderful Value and so Delightful.

49-135 Such pretty curtains, so crisp and fresh-looking, with just enough color to set them off. And how very nice they will look in bedroom or living-room! Why pay more than our low prices for your new curtains? About 52 inches at top and 2½ yards long.

Criss-Cross Marquisette Curtains.

1.69
Pair

- ★ Fine Soft Ivory Swiss Marquisette.
- ★ Pussy Willow Clipped Designs.
- ★ In Rose, Blue, Gold, Green or Red.
- ★ Ivory Ruffles are French-Hemmed.
- ★ Wide Full Style for Soft Draping.
- ★ Charming and Very Rich-Looking.

49-136 Curtains that are simply delightful! So full! So rich-looking! All ready to hang. They are pictured naturally, to give you a correct idea of their grace and real beauty. All the colors are fadeless. About 66 inches at top and 2½ yards long.

PRETTY CURTAINS COST YOU LITTLE HERE!

Handy Curtains for Many Windows

49-132 White corded voile scrim curtains. Double-stitched floral ruffles in fast-color rose, blue, gold or green. Cornice valance. About 40 inches at top. 60 inches long.

Post Paid, a pair. **54¢** or 2 pairs for **98¢**

FRENCH MARQUINETTE

85¢
EACH
CREAM
ECRU

Popular Tucked Panel Curtains

49-133 Lovely soft French marquisette in cream or ecru. Graduated tucks and deep hem at bottom. Sides are neatly hemmed. Each about 36 inches wide and 2½ yards long.

Price, Postpaid, each... **85¢** or 2 for **1.65**

166 × BUY SIMPSON'S QUALITY



ROSE
BLUE
GOLD
GREEN



RED-ROSE
BLUE
GOLD
GREEN



SWISS
EMBROIDERED

Voile Scrim Curtains. Big Value!

65¢
Set

or Buy Two Sets for 1.25

49-137 Very attractive ruffled curtains of white corded voile scrim. Floral and plain trimming in fast-color rose, blue, gold or green. The full valance style that is so popular, and the full frilly ruffles are double-stitched and silk-overlocked. Dress up your windows for Spring with these curtains! Beauty for little money!

About 50 inches across top, and about 2½ yards long.

Ruffled Coin Spot Curtains.

95¢
Pair

Very Pretty... Very Popular

49-138 Soft-hanging curtains of best ivory voile scrim, showing coin-spots in fadeless red-rose, blue, gold or green. Wide double-stitched frilly ruffles, overlocked with silk to match the spots. Priscilla valance for 1 rod. Your chance to buy new Spring curtains for little money! They'll look smart and launder easily.

Each is about 20 inches wide, and about 2½ yards long.

Swiss Net Curtains. New Style.

1.35
Pair

Beauty with Big Value.

49-139 If you want curtains that look rich and lovely, choose these! They're firmly-made Swiss net curtains in soft ecru shade, showing handsome designs of two-tone Point-Venise embroidery. Scalloped edges, well finished. You'll marvel that our price is so low for curtains of such lovely quality! A big outstanding Spring value!

Each is about 32 inches wide, and about 2½ yards long.

READY-TO-HANG OVERDRAPE



LOVELY LUSTROUS CURTAINS RAYON SILK AND COTTON

SIMPSON SPECIAL
1.98
PAIR



Tailored Curtains

49-145 Well-woven fancy tuscan mesh, in a rich soft biscuit shade. Edges and bottom firmly tailored. Delightful quality and will look well at any of your windows. Wear well, launder like new. Each about 35 inches wide and 2 1/4 yards long. **Pair 1.25**

Spring Overdrapes

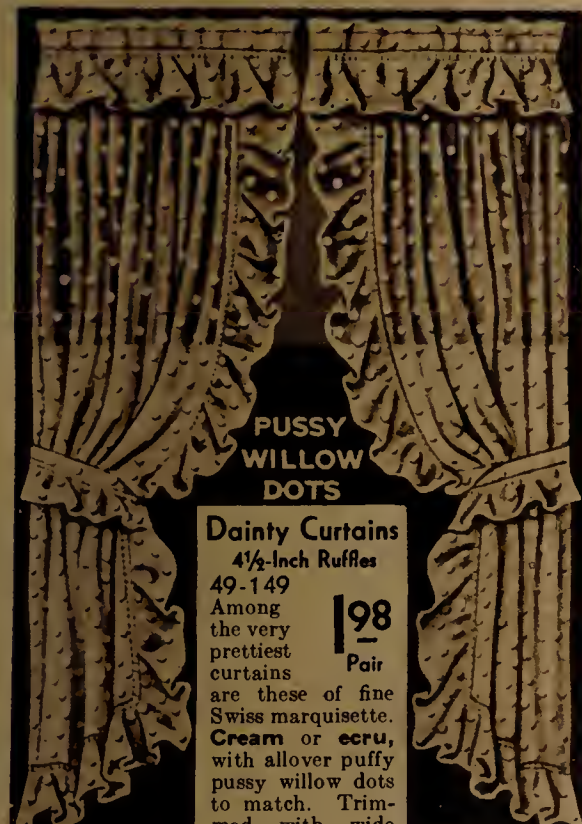
49-146 Fadeless overdrapes of our fine English Sunresista casement cloth. **Rose, blue, green, rust or golden brown**, soft shades. Valance and side-drapes, finished ready to hang on 1 rod. Launder easily and well. About 60 ins. at top 2 1/4 yards long. **Set 1.75**

Rich Silk Panels

49-147 How lovely these panels are! How little they cost! Lustrous rayon silk and fine mercerized cotton, soft **honey** shade. Beautiful bordered patterns. Bottom neatly scalloped and fringed. Ready to hang. About 36 inches hy 2 1/4 yards. **Each 98¢**

Repp Overdrapes

49-148 Add a fresh touch to your rooms this Spring with these colorful overdrapes! Soft-draping firm repp in **rose, blue, gold, green or rust**, all fast colors. Valance and side-drapes ready to hang on 1 rod. About 60 ins. at top. 2 1/4 yards long. **Set 1.95**



PUSSY WILLOW DOTS

Dainty Curtains

4 1/2-Inch Ruffles

49-149

Among the very prettiest curtains

are these of fine Swiss marquisette.

Cream or ecru, with allover pussy willow dots to match. Trimmed with wide

frilly double-stitched ruffles, and have ruffled tie-backs. Priscilla top ready for 1 rod. You'll see no curtains smarter than these for Spring. They're right at the top in style. Each curtain about 30 inches wide and 2 1/4 yards long.

1.98
Pair



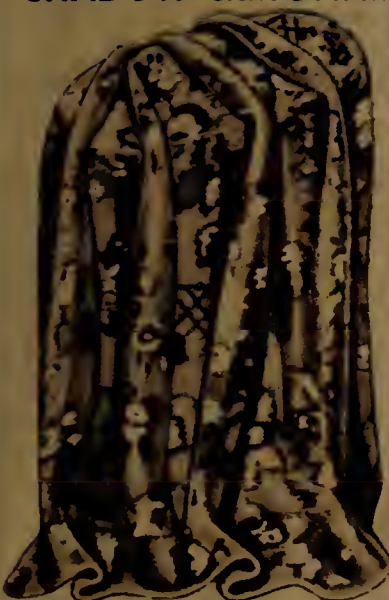
Such Beautiful Lace Curtains So Radiant and Rich-Looking.

Pair **1.50**

49-150 You'll be simply delighted with these curtains—with their quality and lovely appearance. Woven from rich rayon silk for beauty, mixed with fine cotton to give them extra wearing quality. Soft **honey** shade. Borders show the smartest new designs. Fancy mock-tailored edges. Splendid quality and exceptional value for the Spring. Each about 36 inches wide and 2 1/4 yards long.

Each about 36 inches wide and 2 1/4 yards long.

SHADOW CRETONNE



Artistic Floral Effects

49-152 Make your new drapes this Spring from this delightful cretonne. Lovely floral patterns on **tan, blue or green** grounds—the **roses in rose shade**, with richly blending colors. Firm quality for graceful draping. Delightful for furniture slip-covers and cushions as well as for your drapes. Wide width, about 46 inches. **44¢** Yard

New Tuscan-Type Lace Curtains

49-153 You'll be fully pleased with these curtains! Firmly woven tuscan-type lace that will give lots of wear and will look dainty and graceful at your windows. Rich **biscuit** shade. Border in beautiful rose design on a pretty new fancy ground. Mock-tailored edges. Our low price here brings you a saving! Each curtain about 36 inches wide and about 2 1/4 yards long. **1.25** Pair

Point d'Esprit Lace Curtains

49-154 Nothing could be more effective at your windows than these dainty Point d'Esprit filet lace curtains! Elegant borders. Fine design in the tailored edges. Extra wide tailored hem at the bottom. Soft **ecru** (deep cream) shade. Wide width for lots of fullness in draping. They're just delightful. Each curtain about 38 inches wide and about 2 1/4 yards long. **1.75** Pair

Lovely Wide Panel Curtains

49-155 Here are curtains that will make your windows a picture of loveliness! Double border style, of lustrous rayon silk and fine mercerized cotton, in very charming floral patterns. Rich **biscuit** shade. Mock-tailored edges. Firm scallops across the bottom. Use them singly or in pairs. Each about 39 inches wide and 2 1/4 yards long. **Price, 1.00 or 2 for 1.95**

Postpaid, each.

SIMPSON'S LOW CASH PRICES × 167

SILK MARQUINETTE

**SIMPSON
SPECIAL**
45¢
YARD

SWISS
MARQUINETTE

FRENCH
MARQUINETTE

42-INCH TWO WIDE WIDTHS

Rich Quality 50 Inches Wide

49-160 Such a delightful sheer marquette, to make soft graceful curtains. Our "Special"—and what wonderful value it is, too! Soft shades of **ivory, ecru or bronze-gold**. Firm lock-stitch that will not easily pull. Woven of rich rayon silk and fine mercerized cotton, has a beautiful lustrous sheen, and will wear well.

About 50-inch.
Postpaid, a yard **45¢**

Puffy Dots. Yd. **25¢**

or 10 yards for 2.45

49-161 Lovely Swiss marquette, soft **ivory** shade with elipped Swiss dots and lattice stripes in **rose, blue, gold or green**, all fadeless colors. Firm-weave to make up easily, to wear and to launder well, wide width for economy. One of the season's smartest new fabrics to make beautiful curtains.

Width about 42 inches.

Lovely Sheer Weave

49-162 39-inch **25¢** 49-163 48-inch **33¢**
Width. Yard Width. Yard

Nothing prettier for ruffled curtains, panel curtains, tailored or sash curtains, than this sheer French marquette. Soft pretty shades of **cream or ecru**, lovely fine quality, wide and extra wide widths. Nothing gives greater charm or makes a room more home-like than dainty curtains at the windows—and nothing makes more delightful curtains than this fine marquette. It drapes in graceful folds, it wears perfectly, it always launders to look fresh and new.

Fine Ruffled Voile Scrim

Coin Spot Design

49-170 One of the most popular smart new curtain fabrics for Spring,—priced away low. Best ivory voile scrim showing allover coin spots in fast-color **rose, blue, gold, green or red**. Wide plain frilly ruffle in color to match the spots, double-stitched and silk-overlocked. Soft and pretty in effect. Launderers to look like new. Buy 10 yards and make two pairs of smart new ruffled curtains for any windows in your home!

About 22-inch.

Postpaid, a yard **15¢**

or 10 yards for 1.44

New Diamond Voile Scrim

So Very Pretty

49-171 Wide ivory voile scrim of best quality, with neverfade allover diamond design printed in **rose or blue, or gold or green**. Makes delightful curtains, ruffled or tailored, and it always looks very pretty. Firmly woven for lots of good wear, launders as crisp and fresh as when new. Make your new Spring curtains from this pretty voile scrim, and save! It's new and it will look very attractive at the windows! And you can make it up easily!

About 39-inch.

Postpaid, a yard **16¢**

or 10 yards for 1.54

FADELESS VOILE SCRIM

ROSE
BLUE
GOLD
GREEN



39-INCH

16¢
YARD

RUFFLED VOILE SCRIM

ROSE
BLUE
GOLD
GREEN
RED



10 | 00
YARDS -

Dainty Ivory Voile Scrim Colored Ruffle

49-172 What a saving! Soft and graceful and priced so low! Best quality ivory voile scrim with double-stitched frilly ruffle in fadeless **rose, blue, gold, green or red**, the edge silk-overlocked. Silk snake-stitching on the body in color to match the ruffle. Here's a great bargain in a popular fabric. This voile scrim will make crisp new curtains for Spring! Buy 10 yards and make ruffled curtains for bedrooms or living-rooms, or make pretty sash curtains.

About 21-inch.

Postpaid, a yard **11¢**

or 10 yards for 1.00

Soft Lacy Scotch Madras In Two Widths

Now is the time when you'll want to dress up your windows! What about this Scotch madras for very attractive long curtains or sash curtains? Lovely lacy patterns with handsome wide double borders. Soft **ecru** shade. Wide and extra wide widths at remarkably low prices! Hangs gracefully at the windows, giving the most charming effect. And it launders perfectly, too. No curtain fabric is more popular than madras!

49-173 Wide Madras.

About 36-inch.

Postpaid, a yard **20¢**

or 10 yards for 1.95

49-174 Extra Wide.

About 45-inch.

Postpaid, a yard **25¢**

or 10 yards for 2.45

DOUBLE-BORDER MADRAS

LACY
PATTERNS



TWO
WIDTHS

20¢
YARD
UP

BEAUTY in NEW CURTAIN NETS

Soft Silk Shadow Lace. Yard **39¢**

49-164 A new soft shadow curtain lace that certainly is beautiful. Woven from rich rayon silk and fine cotton, the silk giving a lovely brilliant lustre, and the cotton adding strength and firmness. The new **light bronze** shade that is so popular. Firm mock-tailored edges. Launderers well.

Width about 40 inches.

A Wide Filet Net. Yard **35¢**

49-165 Have new curtains of this lovely filet lace net! You'll like the floral sprays and the fine Point d'Esprit dots, they give such a pretty effect. In soft **ivory or ecru** shades. Firm mock-tailored edges. Beauty and quality for little money! Why pay more than Simpson's low price?

Width about 40 inches.

Allover Lacy Net. Yard **25¢**

or 10 yards for 2.45

49-166 Big value in this imported curtain net! **White or ecru** in such pretty allover lacy patterns, with firm mock-tailored edges. A good firm weave to stand lots of wear. 10 yards will make two pairs of full-length curtains that will look well at any windows.

Width about 36 inches.

FASHION AGAIN SAYS..TUSCAN'S

SILK NETS

(A)

(B)

Heavy Tuscan Weave. Yard **45¢**

49-167 Two very effective designs in these tuscan nets, with firm lacy edges. Soft heavy quality, woven of rich rayon silk, popular **biscuit** shade. Good-wearing, easy to launder,—and they make the smartest tailored or panel curtains, and dainty sash curtains.

Width about 39 inches.

(A) Square Mesh Weave.

(B) Fancy Web Weave.

Pretty Open Mesh. Yard **25¢**

49-168 Among the prettiest of the fashionable tuscan-type nets, made in England. Lacy patterns, with firm mock-tailored edges. Soft rich **biscuit** shade. Very popular, splendid value, looks lovely at the windows, launders well and gives plenty of wear. You'll like the weave, the soft rich color and its graceful appearance.

Width about 36 inches.

Lovely Lace Net. Yard **20¢**

or 10 yards for 1.95

49-169 Note our low price for this dainty imported tuscan-type curtain net! What value it is and what attractive curtains it will make! Assorted patterns with firm mock-tailored edges, soft **biscuit** shade. Why not have new curtains for Spring when you can buy this net for so little money?

Width about 34 inches.



16.95
PAIR

Rich Reversible Velour Portieres

49-180 Heavy luxurious quality, beautiful soft colorings:—**rose-with-golden-brown; or rose-with-blue; golden-brown-with-green; green-with-rose; mulberry-with-blue; rust-with-green.** Concealed hooks. Heading taped and Shirred. French hems do not curl. Each about 45 ins. wide } **Our Price,**
and about 6 ft. 6 ins. long. } **Postpaid, a pair . 16.95**

49-181 Rich soft velour. **Rose, blue, golden brown, green, mulberry, rust.**
About 48 inches wide. **Price, Postpaid, a yard. 1.50**

FRINGES ... RODS



10¢
YARD

49-185 Washable cotton ball fringe a pretty finish for curtains. **Rose, open blue, green, tan, white, cream.** **Price, yard 10¢**



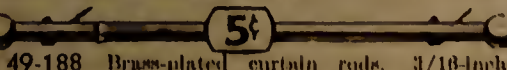
15¢
YARD

49-186 Art silk fringe, for trimming curtains and draperies. **Rose-and-gold; or blue-and-gold; green-and-gold; plain gold, ecru or sand.** About 2 inches wide. **Postpaid, a yard 15¢**



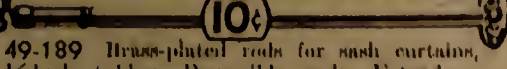
10¢
YARD

49-187 1-inch rayon silk trimming. **Rose-and-gold; blue-and-gold; rose-and-black; plain rose or ancient blue.** **Yard 10¢**



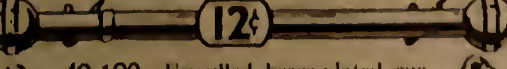
5¢

49-188 Brass-plated curtain rods. 1/16-inch tubing. With good screw brackets. Extend 20 to 40 ins. **Price, Postpaid, each 5¢**



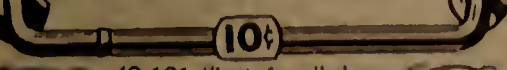
10¢

49-189 Brass-plated rods for sash curtains. 1/2-inch tubing. Reversible ends. Extend 20 to 40 ins. **Price, Postpaid, each 10¢**



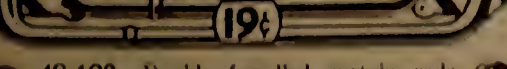
12¢

49-190 Ferruled brass-plated curtain rods. Ball ends. Screw brackets. Extend 21 to 38 inches. **Price, Postpaid, each 12¢**



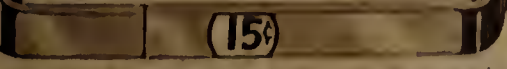
10¢

49-191 Single ferruled curtain rods. Curved ends. Brass-plated. Extend 30 to 50 ins. **Each 10¢**



19¢

49-192 Double ferruled curtain rods. Curved ends. Brass-plated and well made. Extend 30 to 50 ins. **Each 19¢**



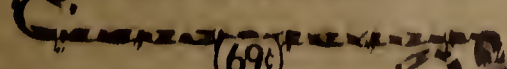
15¢

49-193 Brass-plated 3/4-inch single flat curtain rods. Well made and strong. Extend 28 to 48 inches. **Price, each, with brackets 15¢**



(28¢)

49-194 Brass-plated 3/4-inch double flat curtain rods. Extend from 28 to 48 inches. With brackets. **Postpaid, each 28¢**



(69¢)

49-195 Metal swinging-rod rods. Price for hanging curtains or bird cages. **Black-and-shaded gold. Pair 69¢**



LOVELY
MADRAS
CURTAINS

**SIMPSON
SPECIAL
98¢**
PAIR UP

Charming Patterns . . Soft-Draping . . Double Borders

What could be more attractive at your windows than these **ecru** Scotch madras curtains with their lovely all-over patterns and lacy double borders? Of good quality and firm weave, they fall into soft graceful folds when hung. Wide and extra wide widths, at prices amazingly low. You'll be delighted with their pretty effect at any of your windows. They launder easily and well, too.

49-182 Each curtain about 36 inches wide and 2 1/4 yards long. **98¢**
Price, Postpaid, pair

49-183 Each curtain about 45 inches wide and 2 1/4 yards long. **1.25**
Price, Postpaid, pair

Heavy Cloth Blinds

49-196 Springtime—and time to dress up your windows with new blinds! These are of thick opaque cloth, in **green, cream or white.** Mounted on Harts-horn-made rollers. Full size and easily cut smaller. Brackets, nails and ring-pulls supplied. About 36 x 70 inches. **88¢**
Postpaid, each

or 2 for 1.65

Heavy Fibre Blinds

49-197 Low-priced fibre window blinds mounted on Harts-horn-made rollers. Ring-pulls, brackets and nails supplied with each. **Green, cream, sand or white.** May be cleaned with a wet sponge and a dry towel. About 36 x 70 inches. **59¢**
Postpaid, each

or 2 for 1.10

Pretty Lace Door Panels. Each 35¢

49-198 You'll like these **white** lace panels over the glass panes of your doors—they look so smart and give such a pretty finish. Delightful all-over patterns with handsome border and scalloped edges. Firm and well made. Top finished for the rod. Easy to launder and always look so fresh. Size about 30 x 42 inches.



Smart Couch Covers Roman Stripes

Tapestry. Each **1.95**

49-199 You can make your old couch look new again with one of these pretty tapestry couch covers! Fancy weaves in bright, colorful stripes, always cheerful. Fringed all-around, and reversible so that either side may be the outermost. About 48 x 88 inches, including the fringe.

**RICH
COUCH
COVERS**

Box Couch Covers

Floral **1.39**
Cretonne. Ea.

49-200 Popular box-style couch covers, strong cretonne, with a pleated flounce at front and both ends. **Rose, blue, tan, green, black or dark-rust** grounds, with bright flowers. Size about 27 x 72 inches.



69¢
PAIR

Pretty Tuscan-Type Curtains

49-184 Handy serviceable curtains in soft biscuit shade. Tuscan-type face in pleasing designs, with neat borders and firm mock-tailored edges. Look lovely as they are, or with overdrapes in any preferred color. For very little money you can have these pretty curtains and dress up many of your windows for Spring! They're wonderful value.

Each about 27 inches wide and 72 inches long. **Postpaid, a pair 69¢**



65¢
YARD

Fancy Slub Drapery Repp

49-201 Lovely for overdrapes and hangings. Richly-finished slub-weave repp in a smart Gothic design. Woven from lustrous rayon silk and fine mercerized cotton. In soft shades of **rose, blue, gold, green, wine or rust.** Extra good value in a durable and very attractive drapery fabric. Width about 40 inches.

Price, Postpaid, a yard 65¢



39¢
YARD

Here's the Popular and Famous "Sunresista"

49-202 An English-made round-thread enameled cloth, finely-woven and absolutely fadeless. Excellent for overdrapes, cushions, sun-room curtains and furniture slip-covers. Soft shades of **rose, blue, golden brown, green or rust.** Looks rich and cheerful wherever it is used. What wonderful value it is!

Width about 48 inches. **Price, Postpaid, a yard 39¢**



49¢
YARD

Fine-Cord Drapery Repp Delightful Quality

49-203 Here's just the repp you are looking for to make your new Spring drapes, furniture coverings, cushion covers, etc. Made from best strong cotton yarns and richly finished. Heavy enough to drape gracefully, yet soft in texture. Pretty shades of **rose, blue, gold, green, rust, all sun-fast and tubfast.** You'll be pleased with the quality, the colors, the really outstanding value, of this lovely wide drapery repp. Width about 48 inches.

Price, Postpaid, a yard 49¢

**SIMPSON
SPECIAL**

|39

**Wool Suiting Crepe
Coarse-Grain Weave. Yard**

|39

Width about 54 inches.
48-200 Outstanding value here! Good heavy wool crepe which tailors perfectly and holds its shape well. It's a "Simpson Special" for suits, skirts and coats—a fine fabric usually much higher in price. Mist Grey, Celtic Green, Skipper Blue, Rust, Navy, Brown, Black. Correct for Spring.

**Hound's-Tooth Check
for Jackets and Suits. Yard**

89¢

Width about 54 inches.
48-201 An extra heavy English-made wool suiting containing threads of cotton for strength. Ideal for all outdoor togs—suits, skirts, coats or short jackets. Navy-with-White, Brown-with-White, Black-with-White.

**Wool Polo Coating
with Soft Lofty Finish. Yard**

|69

Width about 54 inches.
48-202 You'll like a short box coat, like the one shown at the right, made from this all-wool polo cloth. It is also adapted for new full-length coats. Powder Blue, Celtic Green, Rust, French Coral, Camel Beige.

**Good Sturdy Tweed
Heavy Donegal Effect. Yard**

|45

Width about 54 inches.
48-203 Mannish tweeds are extremely popular for women's coats and suits, also for girls' and boys' sturdy reefer coats. This is a heavy wool tweed in Brown mixture or Grey mixture, woven to give best wear.

**Fine Wool Tricotine
For Smart New Styles. Yard**

|98

Width about 54 inches.
48-204 One of the most attractive of all-wool fabrics, and a huge favorite for Spring suits, skirts or coats. Shows a fine diagonal weave that is very effective. Heavy weight and marvellous value. Navy and Black only.



Viyella Flannel

White and Colors. Yard

|75

Width about 54 inches.
48-205 Light-weight wool flannel for tennis and badminton togger, also for outing wear or lounge robes. White, Powder Blue, Nile Green, Pink, Copen Blue, Searlet, Brown, Maize, Navy. It's thoroughly shrunk.

Viyella Flannel

In White Only. Yard

|95

Width about 54 inches.
48-206 Medium-weight wool flannel. Popular for shorts, slacks and skirts.

Viyella Flannel

In White Only. Yard

265

Width about 54 inches.
48-207 Heavy-weight unshrinkable wool flannel, lovely for suits, coats, skirts, also men's and boys' pants. *Sport Outfit is Pattern 1343. Sizes 8 to 20. Price 25c*

Fine Botany Serge

Woven of Pure Wool. Yard

|10

Width about 54 inches.
48-208 Our lovely quality of all-wool serge, woven from finest Botany yarns. A stylish and practical fabric for street dresses, pleated skirts and College wear. Navy and Black. An exceptional value in a fine quality serge.

Twistex Serge

Wool-and-Rayon. Yard

98¢

Width about 54 inches.
48-209 High-grade serge finely woven from soft wool and spun rayon. Specially for sports wear and school clothes. Black, Brown, White, Maize, Pink, Navy, Searlet. Gives lots of wear and is washable. Priced specially low.

**Smartest Wool Goods for Spring!
Newest Weaves and the Popular Colors!**



*The Box Jacket Above
is from Pattern 1700.
Sizes 12 to 42. Price 25c*

You can very easily make a smart box jacket like this one to wear with your new Spring outfit. The style is extremely popular.

All-Wool Flannel

Made in England. Yard

98¢

Width about 54 inches.
48-210 Nothing smarter for sport clothes than this all-wool flannel. Just the right weight for dresses, skirts, suits and beach slacks, in the styles everybody is wearing. Powder Blue, Jade Green, Hunter's Red, Brown, Beige, Navy, Empire Blue, Black.

Snappy Check Tweed

For Spring Togs. Yard

49¢

Width about 36 inches.
48-211 This check tweed is one of the newest and it's correct for natty suits or ensemble costumes. Woven of wool mixed with cotton, soft in finish, great for wear. Colors: Blue, Brown, Rose, Grey, each with harmonizing contrast in the overtones.



Soft Suede Polo

Fine Quality.

Price a Yard . . . |89

About 54 inches.
48-212 All-wool polo coating, imported from England. Soft lofty finish. One of the finest wool fabrics, in White only. Everybody wants a white coat for the season—and this is the coating to select for quality and economy. You'll have no trouble in making it up.

Shepherd Check

Botany Wool.

Price a Yard . . . |59

About 54 inches.
48-213 One of our greatest suiting values! A lovely soft all-wool fabric, favored by Fashion for suit, coat or skirt. In Navy-with-White, Black-with-White, Brown-with-White. You will look your best in any snappy style you make from this fine quality of wool check.

Fine Wool Santoy

Cord-Weave.

Price a Yard . . . 79¢

About 36 inches.
48-214 Superfine Botany wool santoy showing a very fine horizontal cord. The quality that pleats beautifully and hangs perfectly. Empire Blue, Brown, Jade Green, Navy, Black, Red, Wine. Nothing is any more fashionable or in better taste for graceful styles.

Wool Dress Crepe

Semi-Sheer.

Price a Yard . . . 98¢

About 54 inches.
48-215 For tailored frocks, nothing is more in demand than this all-wool rough pebble crepe. Navy, Brown, Black, Rust, Mid Grey, Empire Blue, — all smart colors that are quite distinctive in the semi-sheer weave. Will make a lovely and inexpensive new dress.

BLUE

GOLD

Spring SUITINGS

SIMPSON
SPECIAL
129

VIENNA

GOLD

GREEN

GREY

RUST

BROWN

GREY

GREEN

SKIPPER

Fine Homespun

All Pure Wool.
Soft-Finished.
Postpaid, a yard.

1.12

Width about 54 inches.

48-217 Here's a sensational money-saving value, made possible by a fortunate purchase. The smart high-grade homespun tweed so well-known for its sturdy wearing quality and good appearance, and so popular for Spring suits and coats. You'll take pleasure in making it up for yourself or your daughter in the styles you find most becoming.

Girls' Coat Pattern 646.
Ages 2 to 8 years. Price 15c
Women's Suit Pattern 1646.
Sizes 12 to 20. Price 25c

The New "Zibeline Shetland"

Attractive and Very Serviceable

Fine Herringbone Twill.
Lovely Quality Pure Wool.
Price, Postpaid, a yard...

1.29

Width about 54 inches.

48-218 Among the new fabrics for Spring coats or suits, this 'zibeline shetland' is outstanding for beauty and quality. Note the pretty rabbit-hair effect, given by fine soft threads of white on all the shades. The fabric is very rich, with a delightfully soft finish, and we have **Black** as well as the six fashionable colors illustrated. You'll see the **Skipper Blue** made up in a stylish coat on the figure at the left. You can make one as snappy!

This smart coat shows Pattern 1280.
Sizes from 10 to 16. Price 15c

**Have the New Styles You Prefer!
Make Them from These Fine Fabrics!**

GRAPETONE

BLUE

OCEANMIST

GREEN

STARLIGHT

GREY

BEIGE

PINK

EMPIRE

ICE BLUE

Novelty English Tweed

Soft and Lofty in Finish.
Tailors to Perfection.
Price, Postpaid, a yard....

1.49

Width about 54 inches.

48-219 An all-wool fabric that merits your consideration if you want to make a fashionable street suit or coat for the season. The slub-weave gives it distinction, and the soft rabbit-hair effect is quite the smartest idea we have seen. Our special price brings this new tweed down to bargain level. You'll enjoy making it up in latest mode. And you'll enjoy wearing it!

Twill Sport Flannel

Fine Pure Wool.
Imported from England.
Postpaid, a yard.....

1.29

Width about 54 inches.

48-220 You can have newest styles at low cost, if you make them yourself from this fine closely-woven twill flannel—it's ideal for suits, coats, skirts, shorts and slacks. Six beautiful colors as shown; also **Navy** and **Brown**.

Pink Coat shows Pattern 1315.
Sizes 14 to 42. Price 25c

Swanky Ensemble Tweeds

48-221
Check.
Yard..

1.79

48-222
Plain.
Yard..

1.29

Width of each about 54 inches.

Everyone is wearing these ensemble wool tweeds for ultra smart suits, particularly the College Girl and the Teen-Age Miss. We have check and plain to match, in **Blue**, **Grey** or **Brown**. In making your suit, use one alone, or combine the two. The check is also popular for snappy coats.

The Suit Illustrated is Pattern 1305.
Sizes from 14 to 42. Price 25c

GREY

ROSE

BROWN

SKIPPER

GREY

INDIAN CLAY

BEIGE

GREEN

BLUE

ROSE

Popular Slub Tweed

Wool-and-Cotton.
Very Pretty Colors.
Postpaid, a yard....

59¢

Width about 36 inches.

48-223 You'll like this pretty English tweed woven in slub effect, with broken check in contrast. One of the newest for suits, jackets or skirts,—and it will give you splendid wear.

BLUE

The Bouclé Suiting

Botany Wool.
Rough Weave.
Postpaid, a yard.

1.89

Width about 54 inches.

48-224 Note this! More popular than ever is this nubby Bouclé for stylish suits and coats. Very rich-looking, well woven and serviceable. These four pretty colors; also **Black**. Big value for Spring!

RAFFIA BEIGE

The Snappy Ascot Tweed

A Favorite for Spring.
Wool of Fine Quality.
Price, Postpaid, a yard..

1.39

Width about 54 inches.

48-225 Wherever you go, you'll see tweed of this type—in swagger suits and coats. Well woven to stand plenty of wear, richly flecked in harmonizing tones, the right weight to hold its shape perfectly,—and our price makes it a wise buy. You'll find it easy to make up.

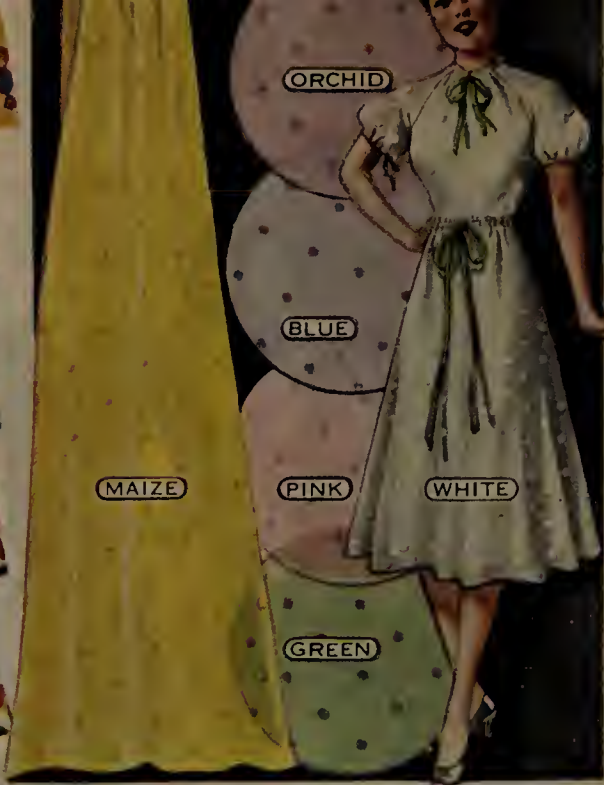
GREY



Prettiest Prints for Summer Styles

Stripes, Florals and Plaids.
All Fast-Washing Colors.
Width about 36 inches. A yard, **16¢**
or 10 yards for 1.55

48-227 How very attractive these prints are with their bright rich colorings and new designs. They wear well and wash without fading—and our price makes them wonderful value. (A) and (B) show the very newest Mexican stripes, then there are dainty floral designs and three smart plaids.



Daintiest Sheer Swiss-Dot Muslin

Delicate Pastel Shades and White.
The Fine Dots are Woven Right In.
Our Special Price, Postpaid, a yard, **28¢**
Good width—about 36 inches.

48-228 Nice fine quality of Swiss-dot muslin, fast-washing colors. Just lovely for party dresses and children's frilly frocks. Also fine for pretty Summer blouses.
Dress Pattern 922. Sizes 12 to 20. 15c.



Very Attractive "Cordova" Crepe

An Imported Novelty Cotton.
Very Dainty Floral Designs.
Our Low Price, Postpaid, a yard, **37¢**
Good width—about 36 inches.

48-229 What pretty styles you can make from this crepe—and at very little expense. The colors are beautiful and they're tub-fast. The raised stitched check effect gives distinction. And the wearing quality is excellent.



Sheer Floral Organdie

Beautiful Colorings.
Crisp and Cool.
Postpaid, a yard, **29¢**
Width about 39 inches.

48-230 Nothing more popular for party and garden frocks than this fine sheer organdie. You can launder it easily and the crisp finish remains.



Dirndl and Peasant Prints

The Latest Novelty.
Fast-Washing Colors.
Postpaid, a yard, **23¢**
Width about 36 inches.

48-231 Quite exclusive in design are these smart cotton prints. You'll feel well-dressed in them.
Pattern 1166. 12 to 20. 15c



Fine Sheer Batiste

So Very Dainty.
Lovely Colors.
Postpaid, yard, **22¢**
Width about 36 inches.

48-232 Such pretty designs, sheer and cool, guaranteed tub-fast—a lovely cotton to make Summer frocks for grown-ups and for the little folks alike.

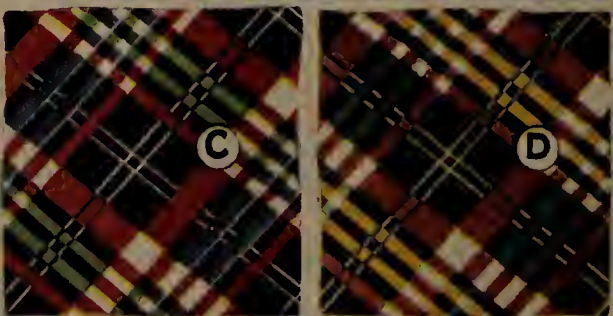
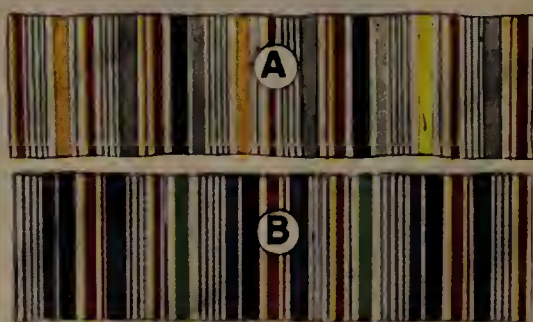


English Crepe

Spot and Floral.
Postpaid, yd. **16¢**
Width about 26 inches.

48-234 You'll like this pretty cotton crepe for dresses or waists and for kid-dies' styles. Gives lots of wear. How dainty and fresh it will look when days are warm!

Woman's Dress is Pattern 1586.
Sizes 14 to 42. 15c
Girls' Dress is Pattern 1679.
Ages 8 to 16. 15c



New Sport Broadcloth

Plaids and Stripes.
Fast-Washing Colors.
Postpaid, yard, **25¢**
Width about 36 inches.

48-235 Fine high-sheen cotton broadcloth, the very newest color combinations. A splendid-wearing cotton—and how fashionable it is for tailored or sport styles and for house coats.



Shirtmaker Broadcloth

Very Smart Designs.
Fast-Washing Colors.
Postpaid, a yard, **28¢**
Width about 36 inches.

48-233 A sturdy long-wearing cotton for dresses and blouses, or for men's and boys' shirts. Fine quality and a close firm weave.



Polka-Dot Prints

Each Yard **21¢** or 10 yards **2.00**
Width about 36 inches.

48-236 Cool dressy-looking cotton prints, all fast-color and good quality. Among the fashion favorites for your Summer frocks.



The Dainty Sheer Swiss Muslin

Such Charming Floral Patterns.
Also Has Woven Swiss Dots. **30¢**
Our Low Price, Postpaid, a yard.
Good width—about 36 inches.

48-238 Such a lovely fabric for your wash frocks—and it is well adapted to the new shirred and frilly styles. Also looks pretty made up as a "Dirndl" with close rows of shirring at the waistline and a wide sweeping skirt.

Our Special English Broadcloth

Each Yard, 12¢ or 10 yards for 1.15

These Nine Colors, also Navy and Black.
Extra Big Value. Superfine Quality.

48-239 Good-wearing easily-washed cotton broadcloth for Summer frocks. Any of the colors will make up attractively in styles for the children. You'll save money by making it up at home. Width about 36 inches.

Simpson's "Supremacy" Prints

"Lux-Tested" Fast Colors.
Florals, Stripes and Plaids. **25¢**
About 36-inch. Postpaid, a yard.

48-240 All smart new designs that you'll like. Note particularly the pretty bordered print on the child's figure! You'll find any of them lovely for the smartest warm-weather frocks, also they wear well and launder to look like new.

Pattern 1508.
2, 4, 6 years.
Price 15c



A Sheer Printed Lawn

Very Pretty Designs.
Fast-Washing Colors. **19¢**
About 36-Inch. Yard...

48-241 Here's one of the very newest fabrics, light and cool, dainty as can be. What lovely dresses and waists you can make from it! Note what a low price you pay for it!

Child's Dress is Pattern 1170.
Ages 6 to 14. Price 15c



Fashionable English Gingham

Smartest Plaids and Checks.
Bright Attractive Colors. **17¢**
Price, Postpaid, a yard.....

Good width—about 31 inches.

48-242 Stylists are sponsoring gingham and these are the prettiest we have seen. Practical for mother or little girl, give good long wear and launder as fresh as when new.



Dress Lengths to Make Up

New Hand-Screen Printing.
Colors Fast to Tub and Sun. **94¢**
Dress-Length and Pattern, Only

48-243 New York's latest ideal Dress lengths of firm cotton in linen-like weave, showing pretty floral designs. With each length, we include a paper pattern for style illustrated, sizes 12 to 20. State size of pattern.



New Printed Poplin

Heavy Cord-Weave.
Fast-Washing Colors. **27¢**
Postpaid, a yard....

Width about 36 inches.

48-244 Sturdy good-wearing cotton poplin, as gay as the Summer itself. How snappy it looks! And what really wonderful value it is!



Cord Dimity

So Very Gay.
Fast Colors. **28¢**
Postpaid, a yard

Width about 36 inches.

48-246 Sheer and cool, so crisp in finish. Pretty flowers and fruit on light ground. Just the loveliest cotton for Summer waists and dresses in newest styles.



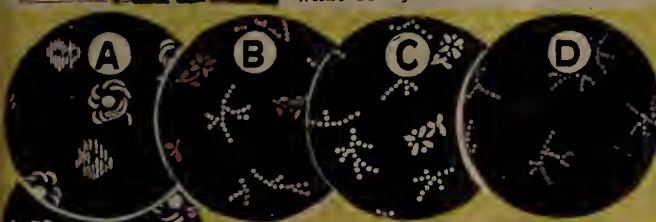
New India Prints

Very Smart.
Fast-Color. **27¢**
Price, a yard.

Width about 36 inches.

48-247 How individual these fine cotton prints look! — and they're enchantingly beautiful with their Oriental designs and rich colorings. No wash fabric is in greater favor. One of the striped designs is shown in a "Dirndl" frock on the figure at right. Isn't it snappy?

Pattern 1058.
12 to 20.
Price 15c



Our Foulard Prints

In Dark Shades.
All Color-Fast. **24¢**
36-Inch. Yard..

48-245 The practical cotton prints for everyday frocks that must be washed frequently. Good quality for service. A low price.



SIMPSON SPECIAL
39¢

Spun Rayon Prints. Yard

High-Grade 100% Rayon.
Lovely Colorful Designs.
An Outstanding Value.

47-100 Delightful new floral patterns, multi-colors on dark ground. A big favorite this Spring, bought specially to give you a lovely fabric at lowest price. Width about 36 inches.



For the Smartest Outfits

47-101 *Twistex Shantung*, spun rayon, with Tootal's crease-resisting finish. Heavy firm weave, for dresses and jacket suits. About 36 inches. Price, a yard... **69¢**

47-102 *White Sharkskin*, for a jaunty Summer jacket. Heavy spun rayon. About 36 inches. Price, a yard... **98¢**

Twistex Dress
is Pattern 1539.
34 to 46. Price 25c

Sharkskin Jacket
is Pattern 1069.
32 to 42. Price 15c



The "Barley" Crepe

In Rough Weave.
All Fine Rayon. **49¢**
Postpaid, a yard...

Width about 38 inches.

47-103 Have a new frock of this rough crepe and be in the height of fashion! Seven lovely colors, as illustrated; also *White, Navy* and *Black*. Note how little it costs you!



Fancy Suede Twistex

Fine Spun Rayon.
Fast Washing Colors. **45¢**
Price, Postpaid, a yard.

Width about 36 inches.

47-104 Among the new Summer fabrics, this lovely spun rayon is outstanding for beauty and for value. Delightful for dainty frocks and it will wash without fading.



Sheer 'Charmingle' Crepe

A Soft Filmy Quality.
For Afternoon or Evening. **69¢**
Price, Postpaid, a yard...

Good width—about 36 inches.

47-105 You'll find this lovely sheer crepe just delightful for party frocks and evening gowns! It is all-rayon of superfine quality, showing bouquets of pretty flowers in rich soft colorings.



Twistex Shantung

Heavy Quality.
For Sport Styles. **45¢**
Postpaid, a yard...

Width about 36 inches.

47-106 For satisfaction in wear and laundering, this extra heavy spun rayon shantung is just the thing. In slub weave. For suits, slacks, dresses, etc.



Rayon Rough Crepe

Pretty Floral Prints.
A Heavy Quality. **69¢**
Postpaid, a yard...

Width about 38 inches.

47-107 We selected this all-rayon crepe for its beauty and value. It is particularly adapted to the fashionable Bolero and jacket frocks, and to smart tailored styles for early days of Spring. A fine well-woven quality of crepe, priced moderately.

The Dress is Pattern 1643.
Sizes 34 to 46. Price 25c



Spun Twistex Fugi

Right from England.
Soft Glove Finish. **43¢**
Postpaid, a yard...

Width about 36 inches.

47-108 Dainty pastel colors and white in this fine all-rayon spun twistex fugi! Nothing prettier for finest lingerie or for little girls' dresses. Will give perfect satisfaction in wear and will launder just like new. A light-weight cool fabric that is simplicity itself, yet most artistic with its floral bouquets.



The "Bemberg" Sheer

A Lovely Quality.
All Pure Rayon. **85¢**
Postpaid, a yard.

Width about 38 inches.

47-109 The "Aristocrat" of rayon sheers! Heavy weave to drape gracefully and hang in soft folds. Printed in one of the season's newest floral designs, colors that blend perfectly and give a delightful effect. Just ideal for afternoon gowns in the smart styles of today. It's lovely and it's inexpensive. You'll like it!



Check and Plaid Taffetas

47-110 Check.
27-Inch. **25¢**
Four Colors.
Price, yard...

47-111 Plaid.
36-Inch. **35¢**
Four Colors.
Price, yard...

Plaids and Checks are high in favor this season. They are shown in every style display, for waists and trimmings, also for misses' and children's frocks. These taffetas are all-rayon, in the most delightful color combinations, all very effective. Make them up and have distinctive styles that are colorful and so charming for either Spring or Summer. You'll like them for kimono and house coats, too. Be sure to give the correct number and state clearly the colors you want.

SILKS AND VELVETS

Fashion Favorites

SIMPSON SPECIAL
49¢



English-Made Velveteens

Smart for the New Season

47-115 Plain. **69¢** 47-116 Cord. **64¢**
35-Inch. Yard 35-Inch. Yard

We specially imported these rich velveteens from Manchester, to get for you the best. One is plain, one in medium cord. They are in favor for Spring suits, separate skirts and short jackets in latest mode. Rose, Copen Blue, Emerald Green, Brown, Empire Blue, Navy, Wine, Black, White. Lovely colors.



Tailored Dress on Figure Above Shows Pattern 1114. 12 to 20. Price 15c. Smart New Style for the Season.

"Bontex" Slub Rayon

A Linen-Like Weave. Yard **49¢**

Width about 36 inches.

47-114 A heavy round-tbread fabric woven of spun rayon, with a rough slub that gives a smart effect. One of the most popular rayons for tailored frocks and all kinds of sport clothes. You'll see it made up on the figure at left, in a new style. Sunni, Jade, Powder Blue, Natural, Coral Pink, White, Navy or Turquoise Blue.

Rough Rayon Twistex

Like Homespun. **45¢**

Postpaid a yard
Width about 36 inches.

47-117 Coarse weaves like this are the rage for the season's smart styles in sport frocks, suits, slacks, shorts, etc. A firm sturdy spun rayon fabric which wears well and launders beautifully. Sunni, White, Jade Green, Powder Blue, Natural, Blush Pink, Navy, Brown, Black. Choose this twistex! Be in fashion!

Rayon Dress Taffeta

Fine Quality. **49¢**

Postpaid a yard
Width about 36 inches.

47-118 Fine imported taffeta, all-rayon, with high sheen and crisp rustle finish. Light and dark colors for today's styles:—Turquoise Blue, Dusty Rose, Bridal Pink, Maize, Aqua Green, Cherry Red, Dawn Blue, Brown, Azure Blue, White, Navy, Black. A big bargain in a lovely durable silk.

Fine Brocade Taffeta

Floral Design. **21¢**

Postpaid a yard
Width about 26 inches.

47-119 Rich-looking all-rayon taffeta woven in floral design, lovely for bedspreads, cushions, window drapes, house coats, etc. Rose, Nile Green, Red, White, Copen Blue, Gold, Lilac, Rust, Maize, Sand. You can make very pretty things from this attractive taffeta.

Rayon Alpaca

High-Sheen Finish. Yard **27¢**

Width about 36 inches.

47-120 An ideal fabric for costume slips, drapes, curtains, linings, etc. Woven from quality rayon, with threads of cotton for strength. Grey, Lilac, Rose, Black, Eggshell, Peach, Sunni, Brown, Beige, Powder Blue, Pink, Poppy Red, Jade Green, Wine, Navy, White, Cricket Green. Easy to launder.

Rayon Twistex Fugi

Firm Weave. **35¢**

Postpaid a yard
Width about 36 inches.

47-121 Wonderful for wear and washing is this firmly-woven spun rayon fugi. Lovely for dresses, waists, shirts, slips, lingerie and children's party frocks. Eggshell, Maize, Nile Green, Powder Blue, Pink, White, Navy, Black.

Crease-Resisting Crepe

Jacquard Weave. **69¢**

36-Inch. Price Yard

47-122 Just introduced for Spring and already in high favor—a beautiful quality of spun rayon jacquard crepe. Firm heavy weight for tailored suits or jacket frocks. Rust, Brown, Navy, Black. You'll find nothing smarter.

Angel Suede

High-Grade Rayon. **35¢**

About 38 inches.

47-125 This fine angel suede is woven from Courtauld's high-grade rayon, which guarantees its quality. Popular for blouses, lingerie, and children's wear. Grey, Sunni, Tea Rose, Sky Blue, Eggshell, Pink, Nile Green, Beige, Heliö, White, Black.

Slip is Pattern 988. 14 to 48. Price 15c

Silk Pongee

Woven for Good Service. **24¢**

About 26 inches.

47-126 This is a real silk pongee in Natural color only. Gives wonderful wear, washes and irons perfectly, and always looks fresh. Everybody likes it for Summer frocks, pyjamas, blouses, men's and boys' shirts—and it is also excellent for curtains and drapes. A first-grade silk, priced low.

The New Surah Twill

Very Popular. **98¢**

39-Inch. Price Yard

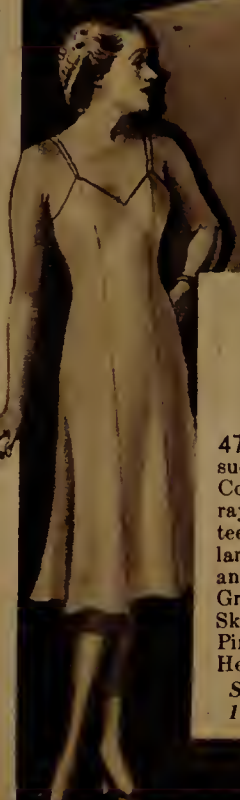
47-127 Quite the rage in Paris and New York is this handsome celanese twill. Tailors perfectly and is ideal for dressy frocks. Popular colors:—New Rust, Viennese Blue, Navy, Black, the best shades for Spring styles and street clothes. Big value!

Dress Pattern 767. Sizes 14 to 44. Price 15c

Rayon Taffeta. Two Widths.

47-123 27-Inch Width. **25¢** Yard 47-124 36-Inch Width. **30¢** Yard

First-quality taffeta, all-rayon, free from imperfections of weave. A lovely quality for drapes, bedspreads, cushions, kimonas, costume slips, dresser scarfs, fancy bags, etc.—the needlework that is such a delight for leisure hours. Eggshell, Sand, Peach, Navy, Sunni, Powder Blue, Nile Green, Rose, Lilac, White, Gold, Black. Both widths priced low to bring you the very best in taffeta value.



**RICH
QUANTITIES**

SILKS

**LOVELY
COLORINGS**



Real Silk Georgette
38-Inch Width. **74¢**
Postpaid a yard

47-130 This is a very beautiful quality of silk Georgette, well woven, dainty, light and sheer. Nile Green, Grey, Poppy Red, Orchid, Empire Blue, Eggshell, Pink, White, Navy and Black.

Sheer Rayon Crepe
42-Inch Width. **69¢**
Postpaid a yard

47-131 Unsurpassed value here! A **Quality-Control** sheer crepe of Courtauld's rayon, assuring the utmost in wear and appearance. Navy, Black, Wine, Empire Blue, White, Bridal Pink, or Brown.

Rayon Baronet Satin
36-Inch Width. **37¢**
Postpaid a yard

47-132 All-rayon satin for bedspreads, cushions, drapes, blouses and dainty lingerie. Tea Rose, Nile Green, Pink, Gold, White, Rose, Copen Blue, Bright Red, Lilac, Rust, Black, Beige, Maize.

Silk Crepe-Back Satin
38-Inch Width. **100¢**
Postpaid a yard

47-133 An exceptionally fine real silk fabric with gleaming satin surface, and soft crepey reverse side. Navy, Brown, White, Eggshell, Empire Blue, Bridal Pink, Wine, Spruce Green, Black.

A Heavy Silk Crepe
38-Inch Width. **89¢**
Postpaid a yard

47-134 Particularly adapted to the more dressy new styles is this real silk crepe. A lovely soft-draping quality that you'll like. Dove Grey, Empire Blue, Brown, Azure Blue, White, Navy, Black.

Our Real Silk Crepe
38-Inch Width. **69¢**
Postpaid a yard

47-135 A flat crepe for waists, dresses, linings, etc. Firm weave for good wear. Sky Blue, Eggshell, Grey, Empire Blue, Tea Rose, Navy, Bridal Pink, Nile, Brown, Rust, White or Black.



New "Tico-Tina"
38-Inch Width. A yard **95¢**

47-136 Good-looking and good-wearing! A **Quality-Control** dull-finished fabric in flat cord weave, made from Courtauld's fine rayon, tested and proved high-grade. Has the appearance of soft wool. Navy, Brown, Rust, Empire Blue and Black.

Charming Rayon Moire
39-Inch Width. Postpaid a yard **98¢**

47-137 Extremely fashionable for party frocks and evening gowns is this charming all-rayon fabric. The moire wave is permanent, and the quality is lovely. Bridal Rose, Rust, American Beauty Red, White, Romance Blue, Navy, Black, and Waterlily Green.
Dress Pattern 995. Sizes 12 to 40. Price 15c.

Spot Sand Crepe
36-Inch Width. A yard

47-138 A fine rich spun rayon. Dust Rose ground, with Navy Blue spot. Sunni Yellow ground, with Brown spot. Powder Blue ground, with Navy Blue spot. White ground, with a Scarlet Red spot. Dark Navy Blue ground, with White spot.



Crepe-Back Satin
"Bontex" Quality
37-Inch. **69¢**
Price a yard

47-139 It was specially made for Simpson's, from Courtauld's fine rayon. High-sheen satin surface, with soft crepey reverse side. White, Navy, Black, Bridal Pink, Powder Blue, Jade Green, Rust, Eggshell, Empire Blue, Brown.

Dress is Pattern 1656. Sizes 34 to 50. Price 25c.



Three Very Beautiful Rayon Sheers

Just think what wonderful value you get here! As part of an order which totals **5.00 or over**, of goods from our catalogues, you may buy this 42-inch rayon sheer crepe for **63¢ a yard**. It is a Courtauld's **Quality-Control** crepe, tested and fully guaranteed for wear and dry-cleaning. You have three charming new designs to select from—spot, stripe and spray—each lovely for dressy afternoon frocks for the warm weather. Beautiful sheers, always fresh and delightful in appearance, in the height of good style.

With 47 R140 White Spot on Navy or Black ground. } **Post Paid 63¢**
5.00 47 R141 White Stripe on Navy or Black ground. } **Yard**
Order 47 R142 White Spray on Navy or Black ground. }

Be Sure to State Clearly the Color and Design Wanted.

Fine Wash Satin
Ten Smart Colors
37-Inch. **49¢**
Price a yard

47-143 Our Special rich shimmering satin, woven of Courtauld's fine rayon. Ideal for waists, lingerie, pyjama suits, house coats, smocks, "Dirndl" styles, etc. White, Eggshell, Tea Rose, Bridal Pink, Nile, Sky Blue, Beige, Grey, Flame Red, Black.

Waist is Pattern 1167. Sizes 30 to 40. Price 15c.

176 × SIMPSON'S PAY POSTAGE



WONDERFUL BARGAINS in COTTON REMNANTS

High-Grade Cotton Prints. 10 Yards | 79

48-249 Bundles of cotton prints, broadcloth, novelty weaves, all guaranteed fast to tubbing. Lengths from 1 1/4 to 3 yards. Width about 36 inches. Not less than 10 yards in each bundle. Every housekeeper finds many uses for such prints.

Ginghams English-Made. 10 Yards | 39

48-250 Remnants of sturdy ginghams, snappy plaids and checks in assorted colors that wash perfectly. Lengths from 1 1/4 to 3 yards. All about 31 inches wide. Not less than 10 yards in each bundle. Splendid for rompers, kitchen aprons, etc.

Fancy Sheers Clearance. 10 Yards | 49

48-251 Bundles of batiste, lawns, voiles, plain and corded effects. Lovely designs. Fast-washing colors. All fine qualities. Lengths from 1 1/4 to 3 yards. All about 36 inches wide. Delightful for blouses, etc. Not less than 10 yards in each bundle.

Fast-Color Cotton Prints. 10 Yards | 49

48-252 Mill clearance of these useful remnants! A big saving for you! Beautiful new designs, all fast-color and of lovely quality. Lengths from 1 1/4 to 3 yards. All about 36 inches wide. Not less than 10 yards in each bundle. Buy plenty now!

EVERYTHING YOU NEED FOR YOUR QUILTING PARTY

"Grandma's" Patches 4 lbs. | 00

48-253 Here's a remarkable bargain! A big selection of high-grade prints and broadcloth, all hand-picked, prettiest designs and fadeless colors. Each 4-lb. package contains about 15 yards in pieces of various sizes—and one quilt design is enclosed in the package.

Quilting Strips 30 for 93¢

48-254 A fine assortment of prints, neat small designs in assorted fast colors. 30 different designs in the lot, each piece 36 inches long and 6 inches wide. Specially selected to give you best value in prints of good quality and the very prettiest colorings for quilts.



The New Tilted Quilting Frame Sent to You by Freight, Prepaid

48-255 Since we introduced this "Simco" Quilting Frame, it has become very popular because it is so practical and convenient to use. One turn of a screw will adjust it to any angle desired. Tilts against the wall when not in use. Made from best pine wood and is easily adjusted from crib size to 7 x 8 ft. size. Chart for assembling.

Turkey Red Cotton 36-Inch. Yard for 27¢

48-256 The well-woven fast-color Turkey Red cotton that everybody likes for quilt-making, for trimming on curtains, bedspreads, etc. A bright rich shade, and a quality that gives complete satisfaction in wear and easy washing. Yard-wide and cuts to best advantage.

Pretty Quilt Patches Wonder Package. 29¢

48-257 Lovely high-grade prints in fast colors, sufficient in the package to make an applique quilt in full size for a double bed. Chart of 4 smart designs included, and the pieces are adapted to making these special designs. What very pretty quilts they'll make!



LININGS AND CANVAS FOR YOUR COATS AND SUITS

Tailors' Canvas 24 Inches Wide. Yard 29¢

48-258 Real Irish linen canvas, thoroughly shrunk and of good firm quality. Natural color only. In making your coat or suit, you'll need to use this canvas for the collar, cuffs and the front edges.

Farmer's Satin 54 Inches Wide. Yard 49¢

48-259 Popular for coat-linings, slips, rompers, men's shirts, etc. Close, fine and weighty, splendid for good wear and will launder well. Grey, Brown, Navy, Sand, Black—all good colors for service.

Rayon Taffeta 54 Inches Wide. Yard 75¢

48-260 This is "Quality Control" all-rayon taffeta, a Courtauld lining of guaranteed quality. Will give satisfactory wear for two seasons. Grey, Brown, Sand, Navy, Black. It will pay you to buy this!

Furriers' Satin 54 Inches Wide. Yard 110

48-261 This is "Quality Control" all-rayon satin, Courtauld's High Standard, fully guaranteed. An extra heavy lining for fur coats or cloth coats. Grey, Sand, Brown, Navy, Black. One of the best!



27-Inch Sateen Sturdy Quality. Yard 18¢

48-262 A strong good-wearing sateen for durable linings, bloomers and undershirts. Rose, Sand, Grey, Brown, Navy, Cardinal, Copen Blue, Scarlet, Emerald Green, Powder Blue or Cricket Green, White or Black. Note what a very low price you pay here for splendid sateen!

36-Inch Sateen English Make. Yard 26¢

48-263 Serviceable well-woven sateen with lustrous finish. Smart colors to choose from—Pumpkin Yellow, Powder Blue, Sand, Copen Blue, Cardinal Red, Brown, Rose, Jade Green, Grey, White, Navy, Black. Use it for linings, bloomers, costume slips, men's everyday shirts, etc.

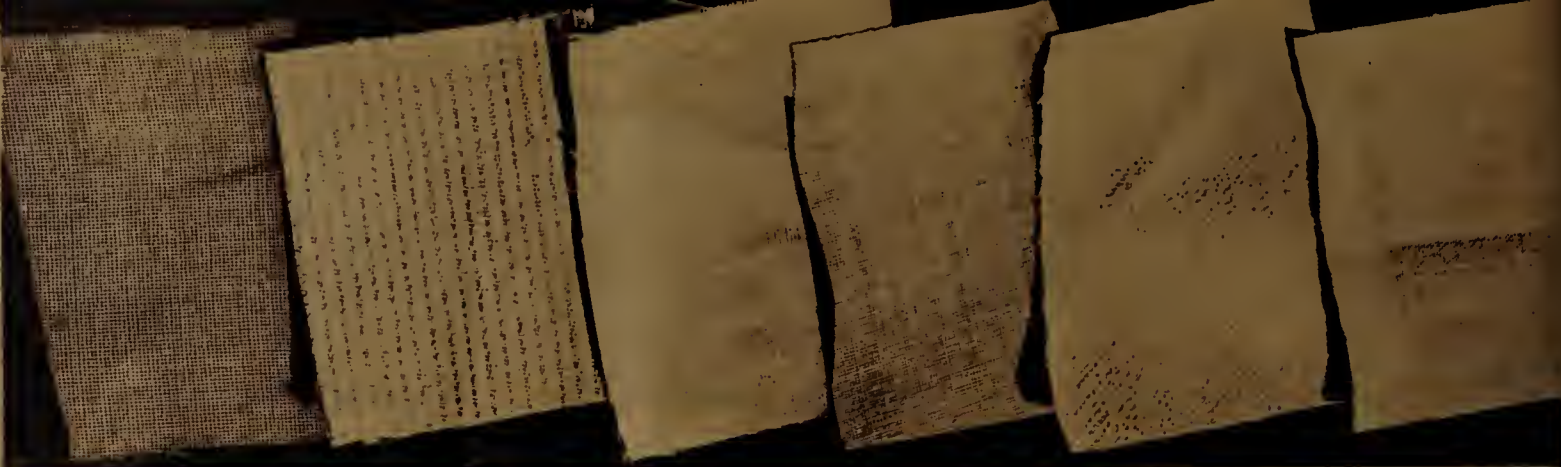
54-Inch Black Farmer's Satin. Yard 69¢

48-264 A superior quality of Farmer's Satin with smooth lustrous finish. Full deep Black. Gives lasting wear for coat linings, Princess slips, bloomers, men's shirts, etc. Firmly woven and extra wide.

39-Inch Sateen In Fancy Design. Yard 39¢

48-265 Practical good-wearing sateen, imported from England. Very smart floral effects on Grey, Sand or Copen Blue. If you prefer a fancy lining for your coat, this special sateen is sure to please you.

Do Your Shopping Here! SIMPSON'S LOW CASH PRICES × 177



Six Fashionable White Fabrics . . . All Serviceable . . . All Splendid Values

| | | | | | |
|---|---|--|---|---|---|
| Sheer Voile. 38-Inch. High-Grade. 29¢ Yard | Cord Pique. 36-Inch. Durable. 22¢ Yard | Broadcloth. 36-Inch. Mercerized. 29¢ Yard | Fine Lawn. 38-Inch. Well-Woven. 23¢ Yard | Middy Twill. 36-Inch. Firm Weave. 25¢ Yard | Nainsook. 36-Inch. Soft Finish. 25¢ Yard |
|---|---|--|---|---|---|

"White for Summer" says Dame Fashion. Here are six white cotton fabrics for making the dainty garments you'll need in the warm weather. You'll have no trouble to make them up in the styles you prefer for yourself and your children, and you'll have smart fashionable clothes at little expense.

- 48-268 **White Voile** for waists, new frocks, and confirmation dresses.
 48-269 **White Pique** for wash suits, sport dresses, collars and cuffs.
 48-270 **White Broadcloth** for waists, skirts, costume slips and blouses.
 48-271 **White Lawn** for waists, dresses, pretty aprons and girls' frocks.
 48-272 **White Middy Twill** for smart tailored dresses and sport suits.
 48-273 **White Nainsook** for baby clothes, lingerie, nightgowns, etc.

Sheer Crisp Organdy
Big Value. 25¢
 Postpaid, a yard

Width about 44 inches.

48-267 What could make smarter frocks for little folks than this sheer crisp organdy? Also lovely for waists and trimmings. Rose, Maize, Nile Green, Pink, Sky Blue, Helio, White.

Child's Dress Pattern 1672.
 Ages 1 to 6 years. Price 15c

SEW AT HOME FOR YOURSELF AND FAMILY!

FINE QUALITY FABRICS!

MONEY-SAVING PRICES!



Pyjama Broadcloth
Smart Stripes. 25¢
 Postpaid, a yard

Width about 36 inches.

48-274 A splendid quality of cotton broadcloth for making comfortable pyjama suits. Blue stripe, Tan stripe, Wine stripe—fast-washing colors on White ground. Suitable for men, women or children alike. Gives long wear.

Popular Crepe for Your Summer Lingerie
Printed. 25¢ | **Plain. 24¢**
 Postpaid, a yard

Each about 27 inches wide.

Lovely soft-finished cotton crepe that washes beautifully and requires very little ironing. Gives no end of wear for women's and girls' gowns, pyjamas, step-ins and bloomers. Your choice of printed or plain, in the same four popular shades. Very low prices for cotton crepe of this quality!
 48-275 **Printed.** In Pink, Sky Blue, Sunni or White. | 48-276 **Plain.** Comes in Pink, Sky, Sunni, White.

Checked Cotton Dimity and Plain Nainsook
Dimity. 16¢ | **Nainsook. 18¢**
 Postpaid, a yard

Each about 36 inches wide.

Two good-wearing cottons for lingerie, waists and girls' dresses. Good quality, perfect in laundering, always fresh and cool. You'll be wise to buy these low-priced fabrics now and make the garments needed for the warm weather. You'll save money and you'll have very pretty styles to wear for every occasion.
 48-277 **Dimity.** Sky, Orchid, Pink, Sunni, Tea Rose, White.
 48-278 **Nainsook.** Sky, Orchid, Pink, Sunni, Tea Rose, White.

Pyjama Suit Shows Pattern 44.
 Sizes 14 to 42.
 Price 15c
 A Popular Style for the Spring or for Summer.

New Flock-Dot Voile
Two Designs. 27¢
 Postpaid, a yard

Width about 39 inches.

Delightful Summer voile showing white leaf or spot that is permanent. You can make lovely dresses of this dainty sheer voile, and they'll be cool and fresh on warm days. It's big value, too.
 48-279 **Leaf.** Navy or Black.
 48-280 **Spot.** Navy or Black.

Dainty Sheer Voile
Pretty Colors. 18¢
 Postpaid, a yard

Width, about 36 inches.

48-281 Such a nice fresh voile for so many purposes! And what wonderful value it is! Soft and sheer, very cool, woven to give good wear, easy to launder. In big demand for curtains, casement drapes, kiddies' wear, etc. Sunni, Powder Blue, Peach, Nile Green, Lilac, Pink, Sand, Navy, Rose, White, Black.

Fine Printed Lawn
Very Soft. 25¢
 Postpaid, a yard

Width about 39 inches.

48-282 The glove-finished floral lawn, cool and dainty. Ideal for dance sets, lingerie, gowns and pyjamas. Pink, Sky Blue, Sunni, White, each with design in harmonizing colors. One of the favorites for warm weather, easy to launder, wears well.
Dance Set Pattern 3335.
 12 to 40. Price 15c

Permanent Organdy
Crisp Finish. 39¢
 Postpaid, a yard

Width about 44 inches.

48-283 One of the finest imported qualities of sheer crisp organdy, one which will launder well and retain its lovely finish. Nothing prettier for garden-party frocks, blouses and children's frilly dresses. Pink, Maize, Orchid, Red, Nile Green, Rose, Sky Blue, White, Black, pretty colors.



Anti-Crease Linen
Irish-Made. 79¢
Postpaid, a yard

Width about 36 inches.
48-285 Heavy firm all-linen suiting, finished to resist any creasing and practically unshrinkable. The right weight for sport dresses, skirts, suits and slacks. In White, Copen Blue, Apple Green, Brown, Sunni, Navy, Romance Pink.

Suit Shows Pattern
795.
Sizes 12 to 20.
Price 15¢

Cotton Prints
Fast Color.
Floral or Spot.

Big saving for you here! Tubfast cotton prints of fine quality, sold for only 13 1/2 cents a yard as part of an order which totals 5.00 or over, of goods from our catalogues. Never have we offered such smart prints for such a low price. Good width—about 36 inches.
48R286 **Floral Prints.** Green, Mauve, Maize, Red or Navy, each with contrast.
48R287 **Spot Prints.** Green, Copen, Red, Lilac, Navy Blue, each with White Spots.



Very Neat Dark Foulard Prints
Two Effective Designs. 22¢
Width about 36 inches. A yard

48-288 Fast-color cotton prints that stand hard wear and lots of tubbing. They're good-looking and well-woven—and they're practical for house dresses and smocks, as well as for girls' everyday frocks and kiddies' panty dresses. We have priced them low!
Design A. Copen Blue, Navy, Black.
Design B. Navy, Copen Blue, Black.

Very Popular Clan Tartan Plaids
Five Color Combinations. 33¢
Width about 36 inches. A yard

48-289 Superfine cotton plaids that look and feel like wool. Smart indeed for children and grown-ups.
Royal Stewart. Red, with Yellow, Blue and Green.
Cameron. Blue, with Green, Red and Yellow.
Gordon. Green, with Dark Blue and Yellow.
Fraser. Red, with Green, Blue and White.
Macbeth. Blue, with Red, Yellow and White.



Mercerized Taffeta
Fine Cotton. 33¢
Postpaid, a yard

Width about 36 inches.
48-290 For waists, frocks or men's shirts, you'll like this serviceable cotton taffeta. Has a high sheen and is the right quality for smocking or the smart "Dirndl" styles. Maize, Pink, Orchid, Rose, Eggshell, Powder Blue, Nile Green, Empire Blue, White, Black.
Child's Pattern 1563.
Ages 1 to 6. Price 15¢



Silvertone Tweed
Five Colors. 37¢
Postpaid, a yard

Width about 36 inches.
48-291 Good English-made cotton tweed of the medium weight, correct for dresses, wash suits or school clothes. Blue, Green, Red, Brown or Black, each color flecked with White to give a soft effect. Well woven, gives lots of wear and always washes perfectly.
Women's Pattern 1471.
Sizes 14 to 44. Price 25¢

High-Grade Pique
Heavy Weight. 33¢
Postpaid, a yard

Width about 36 inches.
48-292 Medium-cord cotton pique for sport suits, tailored dresses, skirts, slacks, etc. Nile Green, Brown, Blush Pink, Copen Blue, Sunni, Red, Beige, White, Navy. All who have worn this pique have found it fully satisfactory in wear and washing. You get the utmost in value here for your money!

"Bontex" Broadcloth
Fast-Color. 26¢
Postpaid, a yard

Width about 36 inches.
48-293 An extra fine quality of cotton broadcloth which gives wonderful service and is guaranteed fast to tub and sunshine. Sky Blue, White, Peach, Nile Green, Sunni, Pink, Lilac, Rose, Copen Blue, Orange, Scarlet, Black—the most popular colors for the season's styles in wash clothes for all your family.

Real Irish Linen
Well-Woven. 29¢
Postpaid, a yard

Width about 36 inches.
48-294 Choose the colors you like and make smart wash suits or outing frocks from this real Irish linen! Also it's splendid for little boys' Summer suits and for slacks. Light and dark shades:—Sunni, Brown, Jade Green, Peach, Rose, Copen Blue, Lilac, Eggshell, White, Navy, Black. Wonderful value!

Cotton Cashmere
Twill Weave. 19¢
Postpaid, a yard

Width about 34 inches.
48-295 This is a sturdy-wearing cotton fabric with soft woolly finish, and it washes perfectly. There's nothing better for girls' everyday frocks and school clothes that must stand rough wear—and it costs little. Rose, Copen Blue, Wine, Brown, Reseda Green, Cream, Navy Blue, Scarlet, Black.

Sturdy Cotton Linene
Good Weight. 18¢
Postpaid, a yard

Width about 36 inches.
48-296 An English suiting of good firm quality, called "Irish-Lin", popular everywhere for smocks and dresses. Also used for tailored curtains and drapes. Gold, Copen Blue, Pink, Sand, Jade Green, Navy, White, Lilac, Powder Blue, Red, Tan, Rose. Exceptionally good value at our special price! Wears well.

Triumph Broadcloth
Fine Grade. 20¢
Postpaid, a yard

Width about 36 inches.
48-297 Our well-known quality of cotton broadcloth, liked because it gives full satisfaction in wear and launders well. Always in high favor for tailored frocks and smart blouses. Powder Blue, Pink, Sunni, Sand, Lilac, Nile Green, Rose, Peach, White, Navy, Black. Note how low it is priced for Spring!

Our Shepherd Check
From England. 25¢
Postpaid, a yard

Width about 36 inches.
Among the most practical cotton fabrics for everyday dresses, wash suits and school clothes is this strong well-woven hard-wearing shepherd check. Comes in medium and small checks, each in Black-and-White only. Stands lots of tubbing. Costs little to make up for Summer. Always correct and popular.
48-298 Medium.
48-299 Small.

9-PIECE LIVING ROOM ENSEMBLE

69⁵⁰
CASH
PRICE



AN ASTOUNDING VALUE..5⁰⁰ DOWN AND 10 MONTHLY PAYMENTS OF 6⁹⁰ EACH

Complete Ensemble

- Chesterfield
- Club Chair
- Arm Chair
- Foot Stool
- Fancy Cushion
- Coffee Table
- End Table
- Table Lamp with Shade
- Bridge Lamp with Shade

Be sure to state color for Chesterfield Suite, Cushion, Table Lamp.

This attractive living room ensemble represents the best value obtainable in Canada by Simpson's buyers and we offer it to our customers at the lowest possible price. You will be proud to own this quality-built furniture at a price you would expect to pay for a chesterfield suite alone!

SUITE FEATURES

- A "Way Sagless" product built to exacting specifications that will insure lasting comfort.
- Hardwood frames, kiln-dried, dowelled and glue-blocked.
- All-steel under-construction with highly-tempered, coil springs in both seats and backs.
- Spring-filled reversible cushions.
- All sanitary filling materials.
- Tailored by expert upholsterers.
- Carved feet, facings, and drop mouldings. Walnut finish.
- Club Chair has button back.
- Arm Chair has plain back.
- Stool to match Chesterfield Suite.

CHOICE OF TWO COVERINGS

- (1) **FIGURED REPP** (as shown). *Rust, Brown and Green.* Tops of cushions in Tapestry to harmonize with the Repp.
 - (2) **GENUINE MOHAIR.** *Walnut, Mulberry, Blue.* Outside back and under arms in Velourette. Tops of cushions in Figured Moquette to harmonize with the Mohair.
- Chesterfield.** 76 ins. long. Seat 60 x 21 ins. Back 35 ins. high.
- Chairs.** Seats, size 19 x 21 ins. Backs 35 ins. high.
- Stool.** Padded top, size 13 x 18 ins. Height 10 ins.
- Fancy Cushion.** Celanese Taffeta. Filled with soft sanitary cotton. *Rose, Blue, Green, Gold.* Size 16 x 18 ins.
- Coffee Table.** Top 22 ins. in diameter. Height 18 ins.
- End Table.** Top 12 x 24 ins. Height 24 ins. Both tables of select Birch, Walnut finish, rubbed and polished.
- Table Lamp.** 15½ ins. high. Paper parchment shade. Glazed pottery base. Oxblood, Green, White and Canary.
- Bridge Lamp.** Bronze finish. Paper parchment shade marquette covered. Lamps have push-socket, cord, plug.

Save 14.80 on Group as Shown Below

| Number | Article | Price | |
|--------|--------------------------|-------|--|
| 37-100 | 9-Piece Group in Repp.. | 69.50 | We ship very carefully, but if shipment should arrive damaged, please ask Station Agent for "Bad Order" receipt. |
| 37-101 | 9-Piece Group in Mohair. | 99.50 | |
| 37-102 | 3-Piece Suite | 59.95 | |
| 37-103 | Chesterfield | 31.00 | |
| 37-104 | Club Chair | 19.00 | |
| 37-105 | Arm Chair | 18.00 | |
| 37-106 | Foot Stool | 1.95 | |
| 37-107 | 3-Piece Suite | 89.50 | |
| 37-108 | Chesterfield | 45.00 | |
| 37-109 | Club Chair | 27.00 | |
| 37-110 | Arm Chair | 26.00 | |
| 37-111 | Foot Stool | 2.75 | |
| 37-112 | Coffee Table..... | 3.75 | |
| 37-113 | End Table..... | 2.75 | |
| 37-114 | Fancy Cushion..... | 1.35 | |
| 32-200 | Table Lamp and Shade.. | 2.25 | |
| 32-201 | Bridge Lamp and Shade. | 4.25 | |

CHESTERFIELD SOFA BEDS



39⁵⁰
CASH
PRICE
4⁰⁰
DOWN



47⁵⁰
CASH
PRICE
4⁸⁰
DOWN

39⁵⁰
Cash

4.00 Down
See Page 210

Handsome Combination Velour and Repp Covering (as Illustrated)

Colors; Walnut, Rust and Brown Combinations

- Chesterfields by Day—Beds at Night.
- Hardwood Frames, Dowelled and Glue-blocked.
- Full-Width, Full-Length Storage Compartments for bedding are located beneath seats.

- Backs are automatically lowered by simply raising the seats which make double beds.
- Automatic Locking Hinges hold backs rigidly in place when used as Chesterfields.

'24-Hour Utility' Chesterfield Sofa-Bed and Arm Chair. Seats and backs are upholstered in **Imported Velour** with arms and trim of heavy **Repp** in plain harmonizing colors.

Sofa-Bed. 88 ins. overall, 72 ins. between arms. Seat 22 ins. deep. Back 34 ins. high. Makes up quickly into a comfortable double bed 46 x 72 ins., when the back is lowered.

Arm Chair. 34 ins. overall. Back 34 ins. high. Seat 19 ins. wide by 23 ins. deep.

37-117 Sofa-Bed. Cash Price... 39.50
4.00 Down. 10 Months to Pay. See Page 210.

37-118 Arm Chair. Cash Price... 19.50
2.00 Down. 10 Months to Pay. See Page 210.

Rich-Looking Heavy Imported Velour Covering (as Illustrated)

Colors; Taupe, Walnut, Rust and Brown Combinations.

- Seats and Backs are well-upholstered, having highly-tempered, sensitive Coil Springs which assure superior Lounging Comfort.
- Feet are carved and in Walnut Finish.

Practical Chesterfield Sofa-Bed with a matching large-size comfortable Arm Chair. Both are upholstered all over in heavy **Imported Velour** in a combination of pleasing colors.

Sofa-Bed. Good size. 88 ins. overall, 72 ins. between arms. Seat 22 ins. deep. Back 34 ins. high. When back lowered, it makes up into a comfortable double bed, size 46 x 72 ins.

Arm Chair. 35 ins. overall. Back 34 ins. high. Seat 18 ins. wide by 22½ ins. deep.

37-120 Sofa-Bed. Cash Price... 47.50
4.80 Down. 10 Months to Pay. See Page 210.

37-121 Arm Chair. Cash Price... 21.50
2.20 Down. 10 Months to Pay. See Page 210.

47⁵⁰
Cash

4.80 Down
See Page 210

180 ○ USE THE **BUDGET CLUB** SEE PAGE 210

Above Items 10% Down—10 Months to Pay—See Page 210. Freight Paid to Nearest Station.

Low-Priced Modern Suite

Your Choice of Two Coverings

- FIGURED REPP** (as illustrated). Plain harmonizing trim. In *Walnut, Mulberry, Rust or Green.*
 - IMPORTED VELOUR.** Figured seat and back with plain Repp trim in combination colors of *Taupe, Walnut, Rust and Brown.*
- **Kiln-Dried Hardwood Frames.**
 - **Full-Webb Seat Construction.**
 - **Resilient Coil Spring Seats.**
 - **"No-Sag" Spring Backs.**
 - **Spring-Filled Reversible Cushions.**
 - **All Sanitary Filling Material.**
 - **Fancy Carved Walnut-Finished Feet and Arm-Facings.**

Chesterfield. Attractive. Length 72 ins. Seat 22 x 60 ins. Back 32 ins. high.

Chairs. Deep, comfortable. Width 30 ins. Seats 19 x 22 ins. Backs 32 ins. high.

Tables and Smoker's Cabinet. Walnut Veneer with beautiful grain and inlay of mahogany. Fluted legs are Solid Walnut. Smoker has Butt Walnut door.

Coffee Table. Top 14 x 26", height 18".

End Table. Top 12 x 24", height 22".

Smoker. Top 12 x 16", height 20".

| Number | Article | | Price |
|--------|---------------------------|--------------------|-------|
| 37-123 | 3-Pce. Chesterfield Suite | In
Repp | 59.50 |
| 37-124 | Chesterfield | | 32.00 |
| 37-125 | Arm Chair | | 16.00 |
| 37-126 | Arm Chair (Inset) | | 16.00 |
| 37-127 | 3-Pce. Chesterfield Suite | Imported
Velour | 69.50 |
| 37-128 | Chesterfield | | 36.50 |
| 37-129 | Arm Chair | | 18.50 |
| 37-130 | Arm Chair (Inset) | | 18.50 |
| 37-131 | Coffee Table..... | | 5.95 |
| 37-132 | End Table..... | | 5.95 |
| 37-133 | Smoker..... | | 6.45 |



3-PIECES
59⁵⁰
CASH
PRICE
6⁰⁰
DOWN

10 MONTHS TO PAY

SEE PAGE 210

Luxuriously Designed Suite

Your Choice of Two Coverings

- FIGURED REPP** (as illustrated). Tapestry cushion tops. In *Walnut, Mulberry, Rust or Green.*
- GENUINE MOHAIR.** 100% Angora. Cushion tops in Figured Moquette. In *Walnut, Mulberry, Rust or Blue.*

- **Kiln-Dried Hardwood Frames.**
- **Full-Webb Seat Construction.**
- **Resilient Coil Spring Seats.**
- **"No-Sag" Spring Backs.**
- **Spring-Filled Reversible Cushions.**
- **All Sanitary Filling Material.**
- **Fancy Carved Walnut-Finished Feet and Arm-Facings.**

Chesterfield. Smart style. Length 76 ins. Seat 23 x 60 ins. Back 33 ins. high.

Chairs. Club or Arm Chair. Width 37 ins. Seats 20 x 23 ins. Backs 33 ins. high.

Tables and Smoker's Cabinet. Walnut Veneer with beautiful grain. Smoker has Butt Walnut door and fancy mouldings.

Coffee Table. Top 15 x 28", height 18".

End Table. Top 12 x 24", height 22".

Smoker. Top 13 x 15", height 24".

| Number | Article | | Price |
|--------|---------------------------|-----------------|-------|
| 37-134 | 3-Pce. Chesterfield Suite | Figured
Repp | 69.50 |
| 37-135 | Chesterfield | | 36.50 |
| 37-136 | Club Chair | | 18.50 |
| 37-137 | Arm Chair (Inset) | | 18.50 |
| 37-138 | 3-Pce. Chesterfield Suite | In
Mohair | 95.00 |
| 37-139 | Chesterfield | | 49.50 |
| 37-140 | Club Chair | | 24.50 |
| 37-141 | Arm Chair (Inset) | | 24.50 |
| 37-142 | Coffee Table..... | | 5.45 |
| 37-143 | End Table..... | | 5.45 |
| 37-144 | Smoker..... | | 6.95 |



3-PIECES
69⁵⁰
CASH
PRICE
7⁰⁰
DOWN

10 MONTHS TO PAY

SEE PAGE 210

Kroehler-Built Chesterfield Suite

Your Choice of Two Coverings

- FIGURED REPP** (as illustrated). Same design all over. *Rust, Mulberry, Green or Blue.*
- JACQUARD VELOUR.** Imported. Same design all over. *Rust, Green or Mulberry shades.*

Kroehler 5-Star Construction Features

- ★ **Non-Warping, Kiln-Dried Hardwood Frames.**
- ★ **Sagless, Steel Web Underconstruction.**
- ★ **Exclusive Spring-Filled Cushion Construction.**
- ★ **All New Clean Filling Material.**
- ★ **Quality Craftsmanship in every Detail.**

Chesterfield. Length 80 ins. Seat 22 x 60 ins. Back 32 ins. high. Wide, well-padded roll arms.

Chairs. Club Chair and Button-Back Chair (as inset). Width 38 ins. Seats 20 x 22 ins. Backs 34 ins. high.

Coffee Table and End Table. Beautifully grained veneered Walnut tops. Fluted legs and stretchers.

Coffee Table. Top 20 ins. in diameter. Height 19 ins.

End Table. Top 12 x 20 ins. Height 22½ ins.

| Number | Article | | Price |
|--------|---------------------------|-------------------|-------|
| 37-145 | 3-Pce. Chesterfield Suite | Figured
Repp | 79.50 |
| 37-146 | Chesterfield | | 39.50 |
| 37-147 | Club Chair | | 23.50 |
| 37-148 | Button-Back Chair (inset) | | 25.00 |
| 37-149 | 3-Pce. Chesterfield Suite | Figured
Velour | 95.00 |
| 37-150 | Chesterfield | | 48.00 |
| 37-151 | Club Chair | | 27.50 |
| 37-152 | Button-Back Chair (inset) | | 29.00 |
| 37-153 | Coffee Table..... | | 3.95 |
| 37-154 | End Table..... | | 2.75 |



3-PIECES
79⁵⁰
CASH
PRICE
8⁰⁰
DOWN

10 MONTHS TO PAY

SEE PAGE 210



3 PIECES
49.95
CASH
5.00 DOWN

Studio Ensemble . . . Wonderful Savings!

FIGURED REPP. Heavy grade, in *Rust, Brown, Mulberry, Green* or *Blue*. Our buyers searched the markets for the very best value in a smart up-to-the-minute design in a Studio Couch suite and found this handsome group at an astonishingly low price for such quality. Lounge forms a comfortable bed at night, and by day, the whole ensemble will reflect your good taste—your wise choice in a charming living room group.

Couch Features

- Carved wood arms in a smooth walnut finish.
- Spring-filled Cushions and top mattress.
- Tubular Steel Back to support cushions.
- Lower, attached mattress with box-spring construction.
- Mattresses and cushions with corded edges.
- Steel couch frames—lower section with cable bed spring.
- Front opening. Lower section slides easily.

Sizes: As a comfortable double bed, 56 ins. wide; as single beds 28 ins. wide; as attractive couch 28 x 72 ins.

Chair and Rocker. Spring seats, size 20 x 20 ins., backs 34½ ins. high. Arms and frame in Walnut finish.

Coffee Table. Smart design. Select Birch in Walnut finish. Top size 22 ins. diameter, height 18 ins.

End Table. Well-built of choice Birch in Walnut finish. Top size 12 x 24 ins., height 24 ins. Very useful.

| Number | Article | Price | We reserve the right to ship the cheapest way. |
|--------|------------------|-------|--|
| 37-155 | 3-Piece Suite... | 49.95 | |
| 37-156 | Studio Couch... | 34.50 | |
| 37-157 | Arm Chair... | 8.75 | |
| 37-158 | Arm Rocker... | 9.25 | |
| 37-159 | Coffee Table... | 3.75 | |
| 37-160 | End Table... | 2.75 | |

Couch with Wardrobe Box 3.50 extra. State if required.



12.50
CASH
1.30 DOWN

Dropside Couch and Mattress

Couch. Durable Steel frame in *Brown* enamel finish. Resilient Steel Fabric Spring securely attached to frame by small coil springs. Makes into a comfortable double bed 46 x 72 ins., when closed, is 26 x 72 ins.

Mattress. Filling of soft, sanitary cotton. Covering is made of a good-grade *cretonne*. Couch and Mattress.

37-172 Cash Price. **12.50**

1.30 down. See Page 210.

Mattress only. **6.95**

37-173.....



11.25
CASH
1.20 DOWN

Sliding Couch and Mattress

Couch. Converts into a double bed 46 x 72 ins. When closed, it is 26 x 72 ins. Steel Fabric Spring is securely attached to a heavy angle steel frame with coil springs.

Mattress. Filled with soft, sanitary cotton. Covering and valance of serviceable quality. Attractive *floral cretonne*. Couch and Mattress.

37-170 Cash Price.. **11.25**

1.20 down. See Page 210.

Mattress only. **6.50**

37-171.....

10 Months. See Page 210.



10 MONTHS TO PAY SEE PAGE 210

In Repp **22.50** Cash 2.30 Down See Page 210.

Quality-Built Studio Couch . . . Exceptionally Low-Priced

(1) **REPP.** *Rust, Brown, Green, Mulberry, Blue.*

(2) **VELOUR.** Combination of *Rust, Brown, Taupe.*

Splendid value! Useful the clock 'round—makes a comfortable bed at night, a smart Studio Couch by day.

• Spring-filled cushions. • Spring-filled top mattress. • Lower attached mattress.

• Steel couch frames—lower with cable bed spring. • Front opening. Lower section slides easily. • Box spring construction.

• Two high-grade coverings.

Sizes: Double Bed 56 ins. wide. Single Beds 28 ins. wide. As Couch 28 x 72 ins.

Studio Couch, Repp Cover. 37-164 Cash Price..... **22.50**

2.30 down, 10 Months. See Page 210.

Couch can be supplied with (a) Wardrobe Box 3.50 extra. (b) Steel back (to support cushions) 3.50 extra.

Studio Couch, Velour Cover. 37-165 Cash Price..... **32.50**

3.30 down, 10 Months. See Page 210.



2 PIECES
59.50
CASH
6.00 DOWN

Distinctive Studio Couch Suite with Modern Design Chrome Arms

FIGURED REPP. Heavy quality. Colors: *Rust, Brown, Green, Mulberry* or *Blue*.

• Spring-filled cushions and top mattress. • Lower, attached mattress with box spring construction.

• Tubular steel back to support cushions. • Steel couch frames. Lower section with cable bed spring.

Sizes: As double bed, 56 ins. wide; single beds, 28 ins. wide; couch 28 x 72 ins.

Arm Chair. Spring seat, 21 x 22 ins. Spring-filled back, well-padded, fluted. Chrome arms.

2-Piece Studio Suite. Studio Couch. 37-161 Cash Price. **59.50**

6.00 down. See Page 210.

37-162 Cash Price. **42.50**

4.30 down. See Page 210.

Couch can be supplied with Wardrobe Box for bedding 3.50 extra.

37-163 Cash Price. **18.95**

1.90 down. See Page 210.

Please state if required.



IN REPP
16.95
CASH
1.70 DOWN

Davenport Couch . . . Choice of Two Attractive Coverings

CRETONNE: Combination of Colors. **REPP:** *Rust, Brown* or *Green*.

Heavy angle steel frame has steel fabric bed spring attached to seat and back by small resilient coils. Mattress and two cushions are well filled with all new sanitary cotton.

Sizes: Seat 26 x 72 ins., back 36 ins. high. As double bed 46 x 72 ins.

37-166 Couch in Cretonne.... **13.95**

1.40 down, 10 Months. See Page 210.

37-167 Mattress, 2 Cushions... **8.45**

10 Months to Pay: See Page 210.

37-168 Couch in Repp..... **16.95**

1.70 down, 10 Months. See Page 210.

37-169 Mattress, 2 Cushions... **10.75**

1.10 down, 10 Months. See Page 210.

LOUNGE CHAIR

27⁵⁰ VALUE
15⁹⁵
CASH
1⁶⁰ DOWN

TAPESTRY Covering. Extra heavy quality in imitation Petit Point design. Colors: *Walnut, Rust, Green*. Hardwood frame, doweled and glue-blocked. Full web, under-construction; resilient coil spring seat, spring back and reversible spring-filled cushion. Wide roll arms. Walnut-finished feet. Back 35 ins. high. Seat 24 x 20 ins.
37-174 1.60 down. 10 Months to Pay. See Page 210... **15.95**

Ottoman to match Chair. Top 15 x 18 ins. Height 12 ins.
37-175 10 Months to Pay. See Page 210... **3.50**



3 PIECES
33⁵⁰
CASH
3⁴⁰ DOWN



5 PIECES
32⁵⁰
CASH
3³⁰ DOWN

Attractive Well-Built Suite . . . Splendid Value at a Low Price Furnish Your Whole Living Room with these Pieces at Unusual Saving

Here is an offering we could not repeat very often—a whole living room group—table, one large arm rocker, one small rocker, a large arm chair and one straight-back chair—at a record-breaking low price! Carefully constructed throughout of high-grade, seasoned Elm in a smooth Walnut finish. Buy Now and make a real saving!

Table. Neatly designed. Well-finished. Top is 24 x 38 ins., has convenient book rack. (Books not included).

All Chairs. Very comfortable, having well-padded backs and spring seats upholstered with a durable, imitation leather in a dull *Blue* shade that harmonizes nicely with the Walnut finish. Arm Chair and Arm Rocker seats are 19 x 19 ins., backs 36 ins. high. Small Chair and small Rocker seats are 15 x 16 ins., backs 34 ins. high.

5-Piece Suite (as illustrated).
37-176 Cash Price... **32.50**
3.30 down, 10 Months to Pay. See Page 210.



CHAIR
AND
ROCKER

13⁹⁵
CASH
1⁴⁰ DOWN



6⁹⁵
CASH

Extra Good Value . . . Buy the Pair and Save!

Constructed of Birch in Walnut finish, rubbed and polished. Upholstered in choice sample coverings, *Rust, Brown* and *Green*. Padded backs 36 ins. high. Hollow-type button seats 18 x 22 ins.

Arm Chair. 37-188 Cash Price. **7.45** | **Arm Rocker.** 37-189 Cash Price. **7.95**

Buy the pair, and make a worthwhile saving!
37-190 Arm Chair and Rocker. Cash Price... **13.95**
1.40 down, 10 Months to Pay. See Page 210.

Low-Priced Arm Rocker

Built of Birch in Walnut finish. Upholstered in *Brown* imitation leather. Back is 34 ins. high. Spring seat is 18 x 19 ins.

37-186 One Rocker. Cash Price **6.95**

Buy two and make a generous saving.
Two Rockers. 37-187 Cash Price... **12.95**

1.30 down, 10 Months. See Page 210.

Lloyd Loom Fibre Suite with a woven-in Jacquard design. Steam-bent hardwood frames. *Sun Tan*, two-color enamel finish. Removable cushions with *Marshall springs* and modernistic Repp covering. **Settee.** Outside length 55 ins. Size between arms 42½ x 21 ins.

| Number | Article | Price | If shipment arrives damaged, ask station agent for "Bad Order" receipt. |
|--------|---------------------------------|--------------|---|
| 37-177 | 3 Pieces, Settee, Chair, Rocker | 33.50 | |
| 37-178 | Settee | 16.00 | |
| 37-179 | Arm Chair | 10.50 | |
| 37-180 | Arm Rocker | 11.00 | |
| 37-181 | Drop-Leaf Table | 7.95 | |
| 37-182 | Fernery | 4.75 | |

Chairs. Seats 19 x 19 ins. **Fernery.** 11 x 30 ins., height 27 ins. Fitted with removable metal pan.
Drop-Leaf Table. Open, 27 x 29 ins. Closed, 13 x 27 ins., height 24 ins.

Solid Walnut

9⁹⁵

10 Months See Page 210.

A lovely piece of furniture for your living room is this Occasional Chair. Upholstered in an assortment of high-grade sample coverings, such as Repps, Tapestries, Damasks and Velours in *Rust, Brown, Green* and *Mulberry* shades. New style oval back, 36 ins. high. Hollow-type button seat, size 19 x 19 ins. Arms, neatly-turned legs and carved stretcher are of Solid Walnut.

37-183 Cash Price... **9.95**
1.00 down. See Page 210.

Period Design

11⁹⁵

10 Months See Page 210.

For comfort as well as distinctive design, we recommend this Occasional Chair. Upholstered in assorted high-grade, sample coverings, such as Repps, Tapestries, Damasks and Velours in *Rust, Brown, Green* and *Mulberry* shades. Arms and legs are formed of Solid Walnut. New style shield back is 36½ ins. high. Hollow-type button seat is 19 x 20 ins.

37-184 Cash Price... **11.95**
1.20 down. See Page 210.

Bedroom Chair

8⁹⁵

10 Months See Page 210.

A chair that will appeal to the feminine heart! A value that is hard to equal. Well-built, kiln-dried hardwood frame, glued, doweled and corner-blocked. Very comfortable "No Sag" spring seat is 17 x 18 ins. Well-padded back is 32 ins. high. All new, White felt filling. Covering is a fine quality, glazed Chintz in *Rose, Blue, Green, Gold* and *Helio*.

37-185 Cash Price... **8.95**
10 months. See Page 210.



PRICED LOW

8-Piece Suite

59⁹⁵
Cash

6.00 Down
See Page 210.

A Simpson Leader Value

Exceptionally Good Quality
Remarkably Low-Priced

Here is an unusual opportunity to furnish your dining room for a very moderate outlay, with a suite that is up-to-the-minute in style. Of costly appearance and smart design, it fairly spells an invitation to dinner! Thoroughly well-built of select cabinet hardwood in an attractive, lustrous Walnut finish, enhanced with stipple effect and two-tone decorations. Fancy antique brass pulls on drawers and doors. Chair seats are upholstered in a fine "Duro" leather in a choice of two colors.

Buffet. Top 20 x 52 ins. Has two large cupboards, two roomy drawers in centre. Well proportioned.

China Cabinet. Top 15 x 36 ins. Height 62 ins. Has three glass shelves, glass door ornamented with fancy fretwork, long linen drawer. (China not included).

Extension Table. Top 40 x 50 ins. closed, and 40 x 68 ins. open, when folding leaf is used (see inset). Has heavy twin pedestal base and sturdy stretchers.

Chairs. Set of six (5 side and 1 arm chair). Sturdily built, legs are neatly turned, well-braced. Have full box slip seats in *Brown* or *Blue* "Duro" leather.

| Number | Article | Price | |
|--------|--|-------|--|
| 37-191 | 8 Pieces—Buffet, Table, 6 Chairs... | 59.95 | We save you money by shipping direct from factory. |
| 37-192 | 9 Pieces—Buffet, Table, China Cabinet, 6 Chairs. | 77.50 | |
| 37-193 | Buffet... | 19.50 | |
| 37-194 | China Cabinet... | 18.00 | |
| 37-195 | Extension Table... | 18.50 | |
| 37-196 | Set of 6 Chairs... | 25.00 | |

10 MONTHS TO PAY

SEE PAGE 210

8-Piece Suite

84⁵⁰
Cash

8.50 Down
See Page 210.

Beautiful Walnut Veneers

Well-Built... Nicely Finished
Unusually Good Value

A suite you will be proud to own! Embodies refinements in design and construction found only in much higher-priced suites and offered now at the lowest possible price for such quality. Tops, fronts, also back panels of chairs are of fine Walnut veneers, showing a beautiful grain. Fronts are further enhanced with a distinctive two-tone decoration. Other parts are of choice Birch, Walnut finish blended to harmonize with the veneers. Fancy burnished brass pulls on doors and drawers.

Buffet. Top 20 x 54 ins. Two cupboards, long linen drawer, two centre drawers—one lined for cutlery.

China Cabinet. Top 15 x 36 ins. Height 65 ins. Has three shelves, glass door with fancy fretwork, long linen drawer. (China not included).

Extension Table. Top 40 x 52 ins. closed, 40 x 66 ins. open, when folding leaf used (see inset). Strong, well-proportioned twin pedestal base, well-braced.

Chairs. Set of six (5 side and 1 arm chair), rigidly constructed, legs firmly braced. Have full box slip seats of Genuine Leather, colors *Brown* or *Blue*.

| Number | Article | Price | |
|--------|--|--------|--|
| 37-197 | 8 Pieces—Buffet, Table, 6 Chairs... | 84.50 | Please allow a few days for shipment to reach you. |
| 37-198 | 9 Pieces—Buffet, Table, China Cabinet, 6 Chairs. | 110.00 | |
| 37-199 | Buffet... | 28.50 | |
| 37-200 | China Cabinet... | 26.00 | |
| 37-201 | Extension Table... | 27.50 | |
| 37-202 | Set of 6 Chairs... | 29.50 | |

10 MONTHS TO PAY

SEE PAGE 210

6-Piece Suite

57⁵⁰
Cash

5.80 Down
See Page 210.

Modern Dinette Suite

Made of Well-Seasoned Birch
Popular "Waterfall" Design

Again Simpson's present another leader—a better suite and a greater value than ever offered before! Select, well-seasoned Birch with surface parts of 3-ply Birch Veneer which prevents splitting, warping and checking. Lustrous Lacquer and Enamel finishes enhance its beauty. Combination brass and catalin pulls, in colors to match finish, add to its distinctiveness. Illustrated in *Shaded Amber* Walnut finish which is very appropriate for the dining room. Also available in *Enamel* finishes in *Ivory* with *Green* trim, or *Ivory* with *Red* trim.

Buffet. Length 46 ins., width 16 ins., height 46 ins. Has "Waterfall" design roll on ends and front. The china cabinet section protrudes from front of the buffet, adding to the smart appearance, has glass door with fretwork and three shelves. Two cupboards, two small drawers on each side. Long linen drawer in base.

Table. Top is 30 x 46 ins. when closed, and 30 x 60 ins. open, when folding leaf is used (see inset). Has "Waterfall" design roll on ends.

Chairs. Set of four. Smartly designed with steam bent back panels having reeded overlays and cut-outs.

| | |
|--|-------|
| 6-Pieces—Buffet, Table, 4 Chairs. | 57.50 |
| 37-203 Cash Price... | 57.50 |
| 5.80 down, 10 Months to Pay. See Page 210. | |
| 5-Pieces—Table and 4 Chairs. | 32.00 |
| 37-204 Cash Price... | 32.00 |
| 3.20 down, 10 Months to Pay. See Page 210. | |

Note. You can purchase chairs with seats upholstered in "Duro" Leather to match finish of suite, at \$3.50 extra per set of 4. If required, please specify.

QUALITY BUILT

Truly Outstanding Value 3-Piece Suite

Lovely "Waterfall" Design
Birch in Walnut Finish

54⁰⁰
Cash

5.40 Down
See Page 210.

In appearance and construction, this bedroom suite represents top-notch value! Built of choice, kiln-dried Birch in Walnut finish. Heavy fluted corner posts. Fronts of dressers, chiffoniers, bases of mirrors and skirtings show deep router-carvings and two-tone "Waterfall" design. Streamline brass pulls. All pieces have sliding shoes.

Dresser. Top 17 x 38 ins. Mirror 24 ins. in diameter.

Vanity Dresser. Top 17 x 40 ins. Mirror 20 x 30 ins.

Has six drawers—two small, four deep ones.

Chiffonier. Top 17 x 28 ins. Height 45 ins. Four deep drawers have smooth interiors, slide easily.

Bedstead. Head-end 44 ins. high, foot-end 26 ins. high. 54-in. double bed width, 72 ins. long.

Desk Robe. Matches suite. Very compact and practical. Has handy cupboard with rod for hangers, four roomy drawers, useful desk section with pigeon holes for stationery and drop-front writing table.

Bench. Smart design to match suite. Padded seat 21 x 13 ins. is upholstered in Rose Rayon silk.



10 MONTHS TO PAY

SEE PAGE 210

| Number | Article | Price | If shipment should arrive in damaged condition, ask |
|--------|---------------------------------------|-------|---|
| 37-205 | 3 Pieces—Dresser, Chiffonier and Bed. | 54.00 | |
| 37-206 | 3 Pieces—Vanity, Chiffonier and Bed. | 54.00 | |
| 37-207 | Dresser..... | 23.50 | |
| 37-208 | Vanity..... | 23.50 | Station |
| 37-209 | Chiffonier..... | 17.50 | Agent for |
| 37-210 | Bed..... | 16.00 | a "Bad |
| 37-211 | Bench..... | 5.50 | Order" |
| 37-119 | Desk Robe..... | 25.00 | receipt. |

Quality Built Suite

Combination of Beautifully
Matched Walnut Veneers

79⁵⁰
Cash

8.00 Down
See Page 210.

Beautify your bedroom with this rich-looking suite in fashion-favoured "Waterfall" design. Rolls on fronts and ends of dresser, vanity, chiffonier tops and foot of bed give a streamline effect. Tops of dressers and chiffonier are of fine Rotary Walnut veneers. Head, foot-ends of bed, fronts of dressers and chiffonier are expertly matched Rotary and Oriental Walnut. Upper drawers and top panel of head-end of bed are matched Butt Walnut. Modern hases and drawer-pulls.

Dresser. Top 17 x 38 ins. Mirror 26 x 26 ins. Three deep drawers, smoothly finished, slide easily.

Vanity Dresser. Top 17 x 40 ins. Mirror 28 x 28 ins. Three drawers on right side, drawer and cupboard on left side. Very attractive modern style.

Chiffonier. Made in a practical size. Top 17 x 29 ins. Height 43 ins. Four easy-sliding drawers.

Bed. Well built. Regular 54-inch. width. Length 72 ins. Head-end 42 ins. high, foot-end 24 ins. high.

Bench. Matches suite. Comfortable, well-made seat 14 x 21 ins. upholstered in Rayon silk Repp.

| Number | Article | Price | We save you money by shipping direct from the factory. |
|--------|---------------------------------------|-------|--|
| 37-212 | 3 Pieces—Dresser, Chiffonier and Bed. | 79.50 | |
| 37-213 | 3 Pieces—Vanity, Chiffonier and Bed. | 79.50 | |
| 37-214 | Dresser..... | 31.50 | |
| 37-215 | Vanity..... | 31.50 | |
| 37-216 | Chiffonier..... | 26.50 | |
| 37-217 | Bed..... | 23.50 | |
| 37-218 | Bench..... | 7.50 | |

Unusually Attractive Design 3-Piece Suite

In a Unique Combination of
Select Walnut Veneers

65⁰⁰
Cash

6.50 Down
See Page 210.

Just note the features that prove why this suite is such good value! Exclusive Simpson design—smart and modern. Fronts of dressers and chiffonier also bed-ends are of 5-ply Rotary and Sliced Walnut veneers, expertly matched with other fine cabinet woods. Notice especially the streamline rounded effect of the corner posts and how these are enhanced with the heavy fluted base and top rails. Two-tone router-line bands on the fronts of all pieces add to their smart appearance. Tops are of choice Birch, very smoothly rubbed and polished to resemble Solid Walnut. The lustrous Walnut finish and burnished brass pulls add a further touch to the general distinctive appearance.

Dresser. Top 17 x 37 ins. Mirror 26 x 26 ins.

Vanity. Top 17 x 39 ins. Mirror 20 x 30 ins. Four roomy drawers, smoothly finished, slide easily.

Chiffonier. Top 17 x 29 ins. Height 46 ins. Four deep drawers. Very compact, yet roomy.

Bed. Head-end 44 ins. high, foot-end 26 ins. high. Regular 54-in. double bed width, 72 ins. long.

Bench. Padded seat, 13 x 22 ins. Height 19 ins.

| Number | Article | Price | We reserve the right to ship the cheapest way. |
|--------|---------------------------------------|-------|--|
| 37-219 | 3 Pieces—Dresser, Chiffonier and Bed. | 65.00 | |
| 37-220 | 3 Pieces—Vanity, Chiffonier and Bed. | 65.00 | |
| 37-221 | Dresser..... | 27.00 | |
| 37-222 | Vanity..... | 27.00 | |
| 37-223 | Chiffonier..... | 21.00 | |
| 37-224 | Bed..... | 19.50 | |
| 37-225 | Bench..... | 6.00 | |



10 MONTHS TO PAY

SEE PAGE 210



Above Items 10% Down—10 Months to Pay—See Page 210. Freight Paid to Nearest Station.

USE THE BUDGET CLUB SEE PAGE 210 ○ 185



USE THE
Budget Club
SEE PAGE 210

Reg. 47.50
39.95
Cash
4.00 Down
See Page 210.

Simpson Special! Greatly Reduced!
As a special feature, Simpson's are offering this handsome bedroom suite at a great reduction. Smartly designed—modern—it is a quality product to the last detail! Thrifty shoppers will be well advised to make their purchase early at this low price while the quantity lasts and before prices increase. It is well constructed of Birch, in a smooth Walnut finish and displays a router-line decoration, two-tone effect and fancy skirtings. Your choice of two three-piece suites or buy as single units.

Dresser. Has three drawers. Top 18 x 36 ins. Mirror 20 x 26 ins.
Vanity Dresser. Top 18 x 40 ins. Mirror 20 x 32 ins. 4 drawers.
Chiffonier. Top 18 x 28 ins. Has four roomy drawers.
Bedstead. Width 54 ins., length 72 ins., head-end 48 ins. high, foot-end 28 ins. high. Well built. Very attractive design.
Bench. To match suite. Upholstered in Rayon silk repp in *Rose* shade. Top 12 x 18 ins. Useful with Vanity Dresser.

| Number | Article | Price | If shipment arrives damaged, please ask your station agent for a "Bad Order" receipt. This will enable us to adjust matters quickly and to your entire satisfaction. |
|--------|--|-------|--|
| 37-226 | 3 Pieces—Dresser, Chiffonier and Bed.. | 39.95 | |
| 37-227 | 3 Pieces—Vanity, Chiffonier and Bed.. | 39.95 | |
| 37-228 | Dresser..... | 17.95 | |
| 37-229 | Vanity..... | 17.95 | |
| 37-230 | Chiffonier..... | 12.95 | |
| 37-231 | Bed..... | 13.50 | |
| 37-232 | Bench..... | 4.50 | |

See Pages 190 to 194 for selection of Springs and Mattresses to fit bed.

USEFUL BEDROOM PIECES



Big Value . . . Low-Priced!
Both made of seasoned cabinet hardwoods with rich Walnut finish, showing two-tone effect and router-line decoration.
Dresser
Has three easy-sliding drawers. Top is 18 x 32 ins. Swing mirror is 14 x 22 ins.
37-233... **12.95**
1.30 down. Page 210.
Chiffonier
(See inset). Has four drawers. Top 18 x 28 ins. Swing mirror is 10 x 16 ins.
37-234... **13.95**
1.40 down. Page 210.

Ultra Modern Chiffrobe
Built of kiln-dried Birch. Smooth Walnut finish with two-tone router-line ornamentation. Large wardrobe section has a very convenient sliding rod for clothes hangers. (Hangers not included.) Tie rack and shoe rack on door. Five drawers. Height 67 ins. Width 40 ins. Depth 17 1/4 ins. Cupboard 53 ins. high inside.
37-236 Cash Price... **28.50**
2.90 down, 10 Months to Pay. See Page 210.

Smartly Designed Bedroom Dressers . . . Economically Priced
Add attractively to your bedroom with one of these handsome pieces. Built of choice seasoned cabinet hardwood in Walnut finish. Two-tone effect with artistic router-line ornamentation.
Large Dresser . . . Good Value
Has 3 roomy, even-running drawers. Top 18 x 34 ins. Venetian mirror 16 x 26 ins.
37-237 Cash Price... **16.95**
1.70 down, 10 Months to Pay. See Page 210.
Chiffonier (see inset). Matches above dressers, also 37-233 and 37-234.
37-235 Cash Price... **11.95**
Extra Large Dresser
Well made. Nicely finished. Has four roomy, easy-sliding drawers. Top measures 18 x 38 ins., has neatly moulded edge. Modern style mirror 20 x 26 ins. Very moderately priced for such value!
37-238 Cash Price... **19.95**
2.00 down, 10 Months to Pay. See Page 210.



UNFINISHED
OR
WALNUT
FINISH

Practical Colonial Bedroom Furniture
Unfinished. Ready to paint. **Walnut Finish.** Ready for use. (Shown at left.) Reminiscent of pioneer days. You will be delighted with these charming Colonial pieces in your home. Regular furniture construction, built of select, well-seasoned cabinet hardwood, doweled and corner-blocked for strength. Exceptionally good value, too.
Bed. Head end 37 ins. high, foot end 26 ins. high. Available in three standard sizes, 39, 48 or 54 ins. wide by 72 ins. long.
Chest of Drawers. Available in two sizes. (1) Top 18 x 28 ins. or (2) Top 18 x 32 ins. Both 34 ins. high. Be sure to state size.
Unfinished Pieces.
37-240 Bed (state width). Cash Price... **9.95**
1.00 down, 10 Months to Pay. See Page 210.
37-241 Chest. Top size 18 x 28 ins. Cash Price... **8.25**
10 Months to Pay. See Page 210.
37-242 Chest. Top size 18 x 32 ins. Cash Price... **9.95**
1.00 down, 10 Months to Pay. See Page 210.
Walnut Finished Pieces.
37-243 Bed (state width). Cash Price... **11.50**
1.20 down, 10 Months to Pay. See Page 210.
37-244 Chest. Top size 18 x 28 ins. Cash Price... **9.50**
10 Months to Pay. See Page 210.
37-245 Chest. Top size 18 x 32 ins. Cash Price... **11.45**
1.20 down, 10 Months to Pay. See Page 210.

Convenient Combination Desk-Robe
(Illustrated at right.) A very compact and practical piece of furniture. It is built of select, well-seasoned Birch in a rich Walnut finish, with attractive router-line ornamentation. Its many features make it equally useful for any member of the household. Has a handy cupboard equipped with rod for hangers. Four roomy drawers. The convenient desk section has pigeon holes for stationery and drop-front writing table.
Sizes: Height 51 ins., width 34 ins., depth 19 ins.
37-239 Desk-Robe. Cash Price... **25.00**
2.50 down, 10 Months to Pay. See Page 210.

NEW STYLE DESK-ROBE



**Solid Walnut
Very Low Priced
Good Quality**

14.95
Cash

1.50 Down
See Page 210.

Top, fronts and ends of this attractive cedar chest are solid Walnut in rich Walnut finish. Cedar lined. Fancy-cut moulding around the lid. Router-line decoration enhances the front. Lock and key. Interior fitted with small end-tray. Bag of cedar chips. Top 19 x 40 ins. Height 19 ins. 37-248 Cash Price... 14.95 1.50 down, 10 Months. Page 210.

**Walnut Veneer
Beautiful Grain
Excellent Value**

18.95
Cash

1.90 Down
See Page 210.

Built of beautifully - grained Walnut veneers in a striking design and ornamented with router lines and fancy carvings. Interior of chest and drawer in bottom lined with cedar. Equipped with small trinket tray and a box of cedar chips. Lid fitted with lock and key. Feet have sliding shoes. Top 19 x 41 ins. Height 23 ins. 37-249 Cash Price... 18.95 1.90 down, 10 Months. Page 210.

**Smart Style
Waterfall Design
Priced Very Low**

29.95
Cash

3.00 Down
See Page 210.

Well built chest in an artistic combination of Walnut veneers in the "Waterfall" design. Cedar-lined interior and drawer. Brass and catalin pulls. Complete with trinket tray and box of cedar chips. Hand grips on ends of lid. Top 19 x 42 ins. Height 27 ins. Just look at the saving you make—Regular 45.00 value. 37-250 Cash Price... 29.95 3.00 down, 10 Months. Page 210.

**Handsome Bookcases
Two Useful Sizes**

If you are in need of a bookcase, here is your chance to choose one of two large, roomy sizes. Particularly fine pieces of furniture—both of them—and very moderately priced. Carefully constructed throughout of choice, well-seasoned Birch, nicely rubbed, polished and finished in a rich shade of Walnut. Doors show decorative fretwork.

Two Door Bookcase. Proportioned well. 6 movable shelves. Height 51 ins. Width 46 ins. Depth 12½ ins.

37-254 Cash Price. 19.95 2.00 down, 10 Months. Page 210.

Single-Door Bookcase. Compact. 3 removable shelves. Height 51 ins. Width 24½ ins. Depth 12½ ins.

37-255 Cash Price. 14.50 1.50 down, 10 Months. Page 210.



De Luxe La-z-boy

CHAIR

29.95
CASH PRICE

3.00 DOWN



An Exclusive Design with Simpson's

Most comfortable of lounge chairs, designed by De Luxe Upholstering Co., master craftsmen. Merely lean your head back, the "La-z-boy" automatically adjusts itself to any reclining position (see inset), and the back and seat remain in position providing complete relaxation. No bars or other mechanical devices to operate. Self-adjusting unit requires no oiling and is noiseless. Width 30 ins. overall. Spring seat 20 x 20 ins. Reversible spring-filled cushion. Spring back 35 ins. high. Show-wood arms and feet in Walnut finish. Upholstered in choice sample coverings such as *Tapestries, Repps and Velours*. Colors: *Walnut, Mulberry, Rust and Green*.

Lounge Chair.

37-246... 29.95 3.00 down. See Page 210.

Ottoman to match.

37-247... 5.50 10 Months. See Page 210.

Write for illustrations and prices on other "La-z-boy" chairs, also chesterfield suites with "La-z-boy" chair.



Wardrobe Desk

18.50
Cash

1.90 Down
See Page 210.

Built of select Birch, Walnut finish. Drop-leaf writing surface. Lock and key. Two small drawers and pigeon holes. (Stationery not included.) Three deep easy-sliding drawers provide useful storage space. Height 50 ins. Width 30 ins. Depth 14 ins. 37-253 Cash Price... 18.50 1.90 down, 10 Months to Pay. See Page 210.



Modern Style Desk

13.95
Cash

1.40 Down
See Page 210.

Built of select cabinet hardwood, Walnut finish. Drop-leaf writing table, fitted with brass pull, lock and key, stationery section inside. Lower section fitted with drawer and cupboard with two shelves and double doors. Height 44 ins., depth 12 ins., width 31 ins. 37-252 Cash Price... 13.95 1.40 down, 10 Months to Pay. See Page 210.



Venetian Style

Heavy glass with nicely scalloped edges. Wheel-cut spray design at the top. Wall hanger with clamp having silvered button front. Size 12 x 18 ins. 37-260... 1.45 10 Months to Pay.

Mantel Mirror

Of heavy crystal clear glass, polished edges. Modern wheel-cut spray design on the ends. Wall hangers have silvered button fronts. Size 14 x 40 ins. 37-261... 4.95 10 Months to Pay.

Circle Mirror

Of heavy crystal clear glass, polished edges. Modern wheel-cut design at top and bottom. The wall hanger has silvered button front. Size 14 ins. 37-262... 1.75 10 Months to Pay.

Console Design

Has antique, gilt-finished frame and fine artistic, polychrome ornamentation. Good quality mirror. Fitted with wall hanger. Size 14 x 20 ins. overall. 37-263... 1.69 10 Months to Pay.



Very Attractive Extension Gateleg Table

An ideal convenience for the small dining room. Constructed of Birch in Walnut finish, nicely rubbed and polished. Legs firmly braced. As dining table it measures 36 x 52 ins. with leaves raised, 36 x 62 ins. with leaves raised and top extended using disappearing folding leaf. With leaves lowered it measures 20 x 36 ins. and forms a handy side table. (See insets).

37-256 Cash Price... 15.95 1.60 down, 10 Months to Pay. Page 210.

All Above Items 10% Down—10 Months to Pay—See Page 210. Freight Paid to Nearest Station.



Windsor Chair

Select kiln-dried Birch in Walnut finish. Fiddle back design re-inforced with extra spindles behind panel. Very suitable for use with gateleg table.

37-257 Each... 3.75 37-258 Set of 4... 13.50 1.40 down. See Page 210.



Exceptionally Low-Priced Breakfast Suite

(1) *Suntan Brown with Green Striping* or (2) *Suntan Brown with Red Striping*.

Never before have we offered such a smart looking, well-built suite at so low a price! You will be pleased with the air of charm these practical pieces will give to your home. Built throughout of select well-seasoned cabinet hardwood. Washable, lacquered finish.

Buffet. Top 18 x 36 ins. Extreme height 63 ins. Lower Section has long linen drawer and full-width cupboard with drop-front for easy access, also convenient for loading a tray. Upper Section has cupboard with two shelves, door with fancy stencil on glass.

Table. Top 21 x 36 ins. with leaves down; 36 x 41 ins. with leaves raised. Very convenient in a small room, taking up little space when closed. Leaves strongly hinged and braced.

Chairs. Set of four. Legs are well braced and backs strongly assembled.

6 Pieces—Buffet, Table, 4 Chairs. **29.95** 5 Pieces—Table, 4 Chairs. **15.00**
37-264 Cash Price..... 37-265 Cash Price.....
3.00 down, 10 Months to Pay. See Page 210. 1.50 down, 10 Months to Pay. Page 210.



Basswood or Porcelain Top

Well built of cabinet hardwood. Natural varnish finish. Equipped with 4 spice jars, tilting sugar jar, pull-out baking board. Lower section has tilting flour bin, deep bread drawer, 2 smaller drawers. Height 70 ins. Depth 25 ins. Width 48 ins. **Cabinet with Basswood top.**

34.50
37-266 Cash Price.....
3.50 down, 10 Months to Pay. See Page 210.

Cabinet. With Porcelain top. **40.50**
37-267 Cash Price.....
4.10 down, 10 Months to Pay. See Page 210.

Large Kitchen Cupboard

Two Finishes. (1) Durable Lacquered Golden Varnish, or (2) Windsor (nut) Brown, waxed and polished. Built of choice cabinet hardwood.

Upper section. Two roomy shelves, two glass doors ornamented with fretwork. **Lower section** has a drawer for linen and cutlery, large cupboard with full-width shelf and two doors. Height 78 ins. Width 40 ins. Depth 19 ins.

25.95
37-268 Cash Price.....
2.60 down, 10 Months to Pay. Page 210.



Sturdy Chairs . . . Seasoned Hardwood in Dark Golden Finish

If you are looking for practical furniture, here are chairs that will meet every requirement and at prices that will suit every purse. Durably finished and strongly constructed throughout of seasoned Hardwood in a dark **Golden** finish. Designed with an eye towards strength and serviceability. Backs are gracefully embossed. All have turned legs and spindles and strong cross supports. Each chair is excellent value at this unusually low price.

Dining Chairs

Suitable for the dining room or as a kitchen chair.

Set of 4 Chairs. **7.95**
37-273 Cash Price.....
10 Months. See Page 210.

Nurse Rocker.

Popular style rocking chair for mothers. Has seat shaped for comfort.

2.75
37-274 Cash Price.....
10 Months. See Page 210.

Arm Rocker

Very comfortable rocker with arms and shaped seat. Very low-priced.

3.75
37-275 Cash Price.....
10 Months. See Page 210.



Beautiful Modern Breakfast Suite . . . Popular Waterfall Design

(1) *Ivory with Green Trim.* (2) *Ivory with Red Trim.*
(3) *Suntan Brown with Red Trim.* (4) *Suntan Brown with Green Trim.*

Buffet. Extra large. Width 42 ins., depth 16 ins., height 46 ins. Two small drawers in pedestals. Between pedestals is a sunken section with lifting lid concealing a removable tray, 13 x 14 ins. lined and divided for cutlery. Full-size cupboard has three shelves. Glass door, ornamented with modernistic fretwork in Waterfall design. Full-width drawer in base. Doors and drawers fitted with round har-type Catalin pulls, trimmed to match finish of suite.

Extension Table. Top 32 x 41 ins. closed; 32 x 56 ins. extended when folding leaf is raised (see Inset). Fancy moulded rim. Waterfall roll ends and sturdy rounded effect on the legs.

Chairs. Set of 4. Sturdily built. Neatly decorated wide panel backs. Top rails, posts, fronts of seats and rounded effect on legs all conform to the popular Waterfall design.

6 Pieces—Buffet, Table, 4 Chairs. **55.00** 5 Pieces—Table and 4 Chairs. **28.00**
37-269 Cash Price..... 37-270 Cash Price.....
5.50 down, 10 Months to Pay. See Page 210. 2.80 down, 10 Months to Pay. See Page 210.



Dining Chairs

A desirable value! Dining chairs built of select, kiln-dried Hardwood in dark **Golden** finish. Legs and backs firmly braced. Top rails are curved and seats are shaped for comfort.

Set of 4 Chairs. **7.95**
37-272 Cash Price.....
10 Months. See Page 210.

Extension Dining Room Table

Choice of Two Finishes

(1) *Durable Lacquered Golden Varnish.*

(2) *Windsor (nut) Brown, waxed and polished.*

Low-priced table, designed for the large family. Built for long service of seasoned, kiln-dried cabinet Hardwood. Top, with moulded edge is 40 x 42 ins. Extends to six feet when the two leaves are used.

12.95
37-271 Cash Price.....
1.30 down, 10 Months to Pay. See Page 210.



Console Cabinet—Wood or Porcelain Top

Two Finishes (1) *Ivory* and *Green*, or (2) *Ivory* and *Red*. Built of select cabinet hardwood. Washable enamel finish. Combination brass and catalin pulls. Upper Section as shown, with 3 shelves. Lower Section has sliding table top, 14 x 30 ins. with pull-out pastry board. Height 65 ins. Depth 20 ins. Width 32 ins. **Cabinet with Wooden Table Top.**

37-278 Cash Price..... **33.50**
3.40 down, 10 Months to Pay. See Page 210.

Cabinet with Porcelain Table Top.
37-279 Cash Price..... **36.50**
3.70 down, 10 Months to Pay. See Page 210.



Smart Modern Breakfast Suite . . . Outstanding Value

- (1) *Ivory* with *Green Striping*. (3) *Suntan Brown* with *Green Striping*.
(2) *Ivory* with *Red Striping*. (4) *Suntan Brown* with *Red Striping*.

Constructed of well-seasoned cabinet hardwood. Surface parts made of 3-ply Veneer stock which prevents splitting and warping. Washable enamel and lacquer finishes. **Buffet.** Top 16 x 44 ins. Height 46 ins. Centre China Cabinet (dishes not included). Two side cupboards. Cutlery drawer, long linen drawer. Brass and catalin pulls. **Extension Table.** Top 29 x 45 ins. closed; 29 x 59 ins. with folding leaf (see inset). **Chairs.** Set of 4. Curved back posts, steam-bent, comfortable panel backs.

6-Pcs.—Buffet, Table, 4 Chairs. 5-Pcs.—Table and 4 Chairs.
37-276 Cash Price..... **47.50** 37-277 Cash Price..... **25.00**
4.80 down, 10 Months. See Page 210. 2.50 down, 10 Months. See Page 210.



Select Seasoned Kiln-Dried Hardwood

Kitchen Chairs

Made for long service in a style that is popular with practical housewives. Backs and legs are firmly braced. Dark **Golden** finish. Very low-priced indeed!

Set of 4 Chairs. **3.95**
37-291.....

10 Months to Pay. See Page 210.

High Chair

Priced low! Practical High Chair of select, seasoned kiln-dried hardwood in **Golden** finish. Has swing-tray and foot rest.

37-292..... **2.50**
Rocker to match above High Chair. 37-293..... **1.95**

Beautifully Finished High Chairs

Strongly made of better-grade, seasoned, kiln-dried hardwood and finished in fine quality, washable **Ivory** enamel. Each chair fitted with handy swing-tray, has a secure safety strap and foot rest. Chair at left has stencil decoration. Comfortably shaped back.

37-294..... **2.95** 37-295..... **3.95**
10 Months to Pay. See Page 210.

Removable Aluminum Tray to fit above chairs. 37-296 Cash Price, Each..... 60c



Built from seasoned, kiln-dried hardwood, smoothly sanded, ready for painting. **Buffet.** Top 18 x 36 ins., height 63 ins. with top, 38 ins. without. Upper Section as shown. Lower Section has linen drawer, cupboard with drop front. **Table.** Top 21 x 36 ins. with leaves down, 36 x 41 ins. when raised.

Windsor Chair. Fancy-shaped top rail, panel in back. **Bow Back Chair.** Made in one piece with steam-bent back.

Step Stool. Height 24 ins. Firmly-braced legs, folding steps.
37-280 Buffet with Cupboard Top... Cash Price... **15.00** 1.50 down,
37-281 Buffet without Top... Cash Price... **9.50** 10 Months
37-282 Drop Leaf Table... Cash Price... **6.25** to Pay.
37-283 Windsor Chairs. Set of 4... Cash Price... **5.95** See
37-284 Bow Back Chairs. Set of 4... Cash Price... **5.45** Page 210.
37-285 Step Stool... Cash Price... **2.25**



KITCHEN TABLES

Kitchen Tables . . . Choice Seasoned Kiln-Dried Hardwood

White Enamel Finish

Top of high-grade porcelain. Legs securely bolted. Two sizes.

Top 25 x 41 ins. **10.25**
37-300 Cash Price...
1.10 down. See Page 210.

Top 27 x 48 ins. **13.50**
37-301 Cash Price...
1.40 down. See Page 210.

Golden Finish

Strongly made tables of select, kiln-dried hardwood in durable **Golden** finish. Have smooth basswood tops. Legs firmly bolted. Choice of 2 sizes.

Top 28x42 ins. **5.50**
37-298
Larger size Table. **6.50**
37-299 Top 30x48 ins.

Choice of 2 Finishes

(1) Lacquered **Golden** varnish. (2) **Windsor** (nut) **Brown**. Very practical drop-leaf style, occupies little room when leaves are lowered, size 40x24, but measures about 40 x 45 ins. when leaves raised.

37-297 Cash Price... **8.45**
10 Months to Pay. See Page 210.



Folding Step Stool

Very handy piece of kitchen furniture. Made of hardwood in **Golden** finish. Legs are braced. Steps, 6½ x 11 ins., fold under. Height 24 ins.

37-286..... 2.50

Bathroom Cabinet

Washable, White enamel. Size 11½ x 18½ ins. Depth 4½ ins. Mirror 9 x 12 ins.

37-287..... **1.98**
As above. **Unfinished.**
37-288..... 1.25

Mirror with Rail

White enamel. Frame 14 x 18 ins. Mirror is 12 x 16 ins.

37-289..... **1.35**
As above, **unfinished** with towel rail, shelf.
37-290..... 95c



3-PIECE OUTFIT

19.95
CASH

2.00
DOWN

Simpson's **FOUR STAR VALUE**

USE THE
Budget Club
SEE PAGE 210

EXCEPTIONALLY LOW PRICED



3-PIECE OUTFIT

14.95
CASH

1.50
DOWN

Bed Outfit with Cable or Coil Spring

Here is a bed outfit that represents true Simpson value! It is well made, attractive in design and planned so that you get the most sleeping comfort for the least possible outlay. You will search a long time before you find its equal!

Steel Bed. "Art-craft" streamline moulded tubing. Neatly decorated 6-inch panels. Beautiful Walnut enamel finish for the money!

Cable Spring. Strong angle steel frame, well-braced at corners. Heavy strand cable supported by resilient helical coils. Will give years of service and satisfaction.

Coil Spring. Numerous cone-shaped, well-tempered coils (72 in 54-in. size), supported by heavy angle steel frame, strongly interlaced on top also fitted with "No-Sway" attachments.

Mattress. All soft, sanitary cotton filling. Covering is made of sturdy art ticking, well tufted, deep border, roll edge. Very comfortable and will give long service.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Be sure to state size required.

3 Pieces—Bed, Cable Spring and Mattress. **14.95**

37-305 Cash Price. **1.50** down, 10 Months to Pay. See Page 210.

3 Pieces—Bed, Coil Spring and Mattress. **16.50**

37-306 Cash Price. **1.70** down, 10 Months to Pay. See Page 210.

Steel Bed only. Extra good value! **7.95**

37-307 Cash Price. **1.50** down, 10 Months to Pay. See Page 210.

Above Items 10% Down—10 Months to Pay—See Page 210.
Freight Paid to Nearest Station.

190

Modern Low-Priced Bed Outfit

Cotton-Filled or Spring-Filled Mattress

A Simpson sterling value far beyond the price. Built for utmost comfort, long and satisfactory service.

Steel Bed. Solid steel panels in a reproduction of Butt Walnut and Oriental Walnut graining. Corner posts of "Art-craft" streamline moulded tubing with gold-line decoration. Walnut enamel finish.

Cable Spring. High-riser style, tubular side rails, heavy-strand cable fabric supported by small coil springs.

Cotton-Filled Mattress. All soft, sanitary cotton filling, sturdy art ticking. Well tufted, deep border, roll edge.

Spring-Filled Mattress. Interior construction of numerous finely-tempered coil springs encased in layers of soft sanitary cotton felt. Sturdy English stripe, drill ticking, strongly tufted. Heavy roll edges. Deep border, strap handles.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Be sure to state size. It will help us give you satisfactory service.

3 Pieces—Bed, Spring, Cotton-Filled Mattress. **19.95**

37-302 Cash Price. **2.00** down, 10 Months to Pay. See Page 210.

3 Pieces—Bed, Spring, Spring-Filled Mattress. **26.50**

37-303 Cash Price. **2.70** down, 10 Months to Pay. See Page 210.

Steel Bed Only. **13.50**

37-304 Cash Price. **1.40** down, 10 Months to Pay. See Page 210.

BETTER OUTFITS



3-PIECE OUTFIT

32.50
CASH

3.30
DOWN

Lovely "Waterfall" Design . . . Spring-Filled Mattress

Steel Bed. Solid full panel in a realistic reproduction of Butt and Oriental Walnut grain.

Cable Spring. High-riser style. Heavy tubular side rails. Cable fabric supported by resilient coils and re-inforced with 3 flat steel bands, one in centre and one on each edge.

Spring-Filled Mattress. Numerous finely-tempered coil springs enclosed in layers of sanitary cotton felt. Panel Damask ticking, roll edge. Deep border, screened ventilators, strap handles.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Be sure to state size required.

3-Piece Bed Outfit. **32.50**

37-308 Cash Price. **3.30** down, 10 Months to Pay. See Page 210.

Steel Bed only. Real bargain! **14.50**

37-309 Cash Price. **1.50** down, 10 Months to Pay. See Page 210.



3-PIECE OUTFIT

22.50
CASH

2.30
DOWN

"Simmons" Quality Bed Outfit with Coil or Cable Spring

Steel Bed. "Simmons" Graceline moulded tubing. 24-inch panels. Grained Walnut finish.

Coil Spring. "Simmons" numerous flexible cone-shaped coils (72 in 54-inch size) firmly laced on top and fitted with "no sway" attachment. Supported by a heavy angle steel frame.

Cable Spring. "Simmons" high-riser type with heavy tubular side rails, strong steel frame. Resilient cable fabric is supported by small coils. Very comfortable and durable.

Mattress. "Simmons" layer-felt. All soft sanitary felted cotton in numerous thin layers for resiliency and comfort. Covered with strong art ticking. Deep border, roll edge.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Be sure to state size required.

3 Pieces—Bed, Coil Spring and Mattress. **22.50**

37-310 Cash Price. **2.30** down. See Page 210.

3 Pieces—Bed, Cable Spring and Mattress. **22.50**

37-311 Cash Price. **2.30** down. See Page 210.

Steel Bed only Good value! **11.50**

37-312 Cash Price. **1.20** down. See Page 210.

A Better Quality Bed Outfit

At the Lowest Price We Have Ever Quoted!

It's a "Simmons" product—your assurance of the very best—and one that is in keeping with Simpson's high standard of "Best Quality at Lowest Prices"! A word to the wise is sufficient! The thrifty shopper will certainly want to take advantage of this very special offering to replace her old beds or, perhaps, to furnish all bedrooms. Now is the time to buy several complete bed outfits while the quantity lasts and while prices are exceptionally low!

Steel Bed. "Simmons" heavy "Graceline", square-type moulded tubing with 10-inch fully-grained panel. Walnut enamel finish. Particularly attractive design.

Cable Spring. "Simmons" high-riser type, with tubular side rails. Resilient cable fabric supported by small coils.

Mattress. "Simmons", with soft sanitary cotton filling covered with a sturdy art ticking. Well tufted. Deep border and roll edge. Very durable and comfortable.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Please be sure to state the size you require. This will help us to give you quick service and better satisfaction.

3-Piece Bed Outfit.
37-313 Cash Price..... **16.95**

1.70 down, 10 Months to Pay. See Page 210.

Steel Bed Only.
37-314 Cash Price..... **9.50**

1.00 down, 10 Months to Pay. See Page 210.

A Record Smashing Value



GREATER SAVINGS



3-PIECE OUTFIT
27.50
CASH
2.80
DOWN

Wonderful Value in Wooden Four-Poster Bed Outfit

There has been a steady demand for this very popular 4-poster style bed. We selected a particularly pleasing design and offer it at a really low price. It will add a distinctive touch to your home.

Poster Bed. Of select Birch in a satin Walnut finish. Heavy construction, fancy turned posts.

Cable Spring. High-riser, tubular side rails, heavy cable fabric supported by resilient coils.

Mattress. Layer felt, soft sanitary felted cotton. Strong art ticking, deep border, roll edge.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Please be sure to state size required.

3-Piece Outfit.
37-317 Cash Price..... **27.50**

2.80 down, 10 Months to Pay. See Page 210.

Poster Bed Only.
37-318 Cash Price..... **13.50**

1.40 down, 10 Months to Pay. See Page 210

A Genuine SIMMONS OUTFIT

USE THE
Budget Club
SEE PAGE 210

3-PIECE OUTFIT
16.95
CASH
1.70
DOWN

QUALITY OUTFIT PRICED LOW



3-PIECE OUTFIT
24.95
CASH
2.50
DOWN

"Simmons" Quality Outfit with Spring-Filled Mattress

If you are looking for a low-priced bed outfit that has all the appearance and qualities of comfort usually found in one much higher-priced, then note carefully the exceedingly low price and the quality features of each item as shown below!

Steel Bed. "Simmons" Graceline moulded tubing, 10-inch panel, fully grained and artistically decorated. Walnut enamel finish. Well constructed throughout.

Cable Spring. "Simmons" high-riser type with tubular side rails, heavy strand cable fabric supported by resilient coils. Strong steel frame.

Spring-Filled Mattress. "Simmons". Interior construction of numerous, well-tempered coil springs encased in layers of sanitary cotton felt. Heavy English stripe ticking, well tufted. Deep border, strap handles and stitced roll edge.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Be sure to state size required.

3-Piece Outfit.
37-315 Cash Price..... **24.95**

2.50 down, 10 Months to Pay. Page 210.

Steel Bed only.
37-316 Cash Price..... **9.50**

1.00 down, 10 Months to Pay. Page 210.

Beautiful Outfit with Layer Felt or Spring-Filled Mattress

Steel Bed. "Art-craft", streamline-moulded tubing. Extra wide, attractive 34-in. panels. Smooth Walnut enamel finish with gold striping on panels and tubing. Very strongly constructed.

Cable Spring. High-riser type with heavy tubular side rails. Cable fabric is re-inforced with three flat steel bands, one on each side and one in the centre. Will give years of service.

Layer Felt Mattress. Soft sanitary felted cotton. Strong art ticking, deep border, roll edge.

Spring-Filled Mattress. Numerous well-tempered coil springs encased in layers of sanitary cotton felt. Panel Damask ticking. Deep border. Roll edge. Strap handles and screened ventilators.

Sizes. 39, 48 or 54 ins. wide by 72 ins. long. Please be sure to state size required.

3 Pieces — Bed, Spring and Layer Felt Mattress.
37-319 Cash Price **24.50**

2.50 down. See Page 210.

3 Pieces — Bed, Spring and Spring-Filled Mattress
37-320 Cash Price **28.95**

2.90 down. See Page 210.

Steel Bed Only. Excellent value.
37-321 Cash Price **12.50**

1.30 down. See Page 210.

Above Items 10% Down—10 Months to Pay—See Page 210
Freight Paid to Nearest Station.



MATTRESS
~~25.00~~
VALUE
18.95
 CASH
~~1.90~~
DOWN

SPRING
~~11.50~~
VALUE
9.45
 CASH
~~1.00~~
DOWN

LUXURIOUS SLEEP UNIT

Save Money! Buy Mattress and Spring Complete

"Way-Rest" Mattress
 25.00 Value for 18.95

- Built by "Way Sagless"
- 276 highly-tempered and very resilient coil springs.
- Sisal insulated and upholstered with deep layers of all new, White cotton felt.
- Covering is made of fine quality satin-finish, imported panel Damask ticking.
- Deep, pre-built embroidered border with numerous eyelets for air-conditioning.
- Button tufting and securely taped roll edges.
- Velvo-Grip Silk-finish rope handles for easy turning.
- Sizes: 39, 48 and 54 ins. wide by 72 ins. long.

Mattress only.
 37-322 Cash Price **18.95**
 1.90 down. See Page 210.

"Silver Band" Spring
 11.50 Value for 9.45

- Built by "Way Sagless".
- 24 flat, flexible ribbon steel bands which are specially treated to prevent rusting.
- Each band supported by extra heavy gauge, very resilient helical coil springs.
- Two extra heavy helical springs give support to the outside bands.
- Four cross rows of specially patented, small resilient coil springs.
- Heavy angle steel frame, high riser corner castings.
- Heavy tubular side rails.
- Sizes: 39, 48 and 54 ins. wide by 72 ins. long.

Spring only.
 37-323 Cash Price **9.45**
 1.00 down. See Page 210.

Spring and Mattress complete.
 37-324 Reg. 36.50. Cash Price... **27.50** 2.80 down. See Page 210.

BETTER BEDDING



8.75 **Combination Layer Felt Mattress**

Built of thick layers of colored cotton felt between layers of very soft white cotton felt—all sanitary stock. Covering of high-grade art ticking, well tufted. Deep border. Roll edge. Sizes: 39, 48 or 54 ins. wide by 72 ins. long.
 37-325 Cash Price. **8.75**
 10 Months. See Page 210.

7.95 **Link and Ribbon Fabric Construction**

Durable and dependable Link spring with four flexible ribbon steel bands for support. Resilient small coil springs at ends. Heavy angle steel frame. High riser corner castings. Tubular side rails. Sizes: 39, 48 or 54 ins. wide by 72 ins. long.
 37-328 Cash Price. **7.95**
 10 Months. See Page 210.

7.50 **Specially Low-Priced Layer Felt**

Wonderful value! Built up of layers of sanitary colored felted cotton, very soft and comfortable. Covering of serviceable art ticking. Deep border with roll edge. Neatly tufted top and bottom. Sizes: 39, 48 or 54 ins. wide by 72 ins. long.
 37-326 Cash Price. **7.50**
 10 Months. See Page 210.

6.75 **The "Excel" Resilient Cable Fabric**

Very low-priced spring. Sturdy cable fabric is firmly attached to angle steel frame by small coil springs. Strongly reinforced with steel wire edges. Has tubular side rails and high riser castings. Sizes: 39, 48 or 54 ins. wide by 72 ins. long.
 37-329 Cash Price. **6.75**
 10 Months. See Page 210.

5.95 **Well-Made Serviceable Low-Priced**

Interior is built up of sanitary, fluffy cotton and covered with a durable art ticking, strongly tufted. Deep border. Heavy roll edges. One of the best in the lowest price class. Sizes: 39, 48 or 54 ins. wide by 72 ins. long.
 37-327 Cash Price. **5.95**
 10 Months. See Page 210.

8.95 **Superior Type 'No-Sway' Coil Bed Spring**

Cone-shaped coil springs, highly-tempered and interlaced on top with resilient small coils. "No-Sway" attachments eliminate side sway. Heavy angle steel frame. Cross bar supports. Sizes: 39, 48 or 54 ins. wide by 72 ins. long.
 37-330 Cash Price. **8.95**
 10 Months. See Page 210.



STEEL CRIBS



Crib in Three Colors . . . Choice of Two Mattresses

Crib. Moulded steel tubing, decorated panels in baked-on enamel. Strong steel Fabric Spring. Sliding sides with safety latches. Size 27 x 51 ins. **Walnut, Ivory or Baby Blue. Crib only.**

37-331 Cash Price **12.95**
 1.30 down. See Page 210.

Mattress of white layer felted cotton. Fancy ticking. Fits crib 27 x 51 ins. 37-332 Cash Price... **4.75**
Inner Spring Mattress. Coil springs encased in layers of soft cotton felt. Fancy ticking. Deep border. Roll edge. Fits Crib 27 x 51 ins.

37-333 Cash Price... **7.95**
 10 Months to Pay. See Page 210.

Attractive Steel Crib with Mattress

Crib in baked-on Walnut finish. Attached Steel Fabric Spring. Decorated panels. Sliding sides with safety latches. Size 27 x 51 ins. **Mattress** filled with all soft, buoyant sanitary cotton. Durable ticking.

37-334 Crib and Mattress. Cash Price... **11.95**
 1.20 down, 10 Months to Pay. See Page 210.

Mattress of better quality filled with sanitary felted cotton. Fancy ticking. Fits Crib 27 x 51 ins. 37-335 Mattress only. Cash Price... **3.75**

Steel Crib with Mattress . . . Low-Priced

Crib is strongly constructed of steel tubing and finished in Walnut enamel, baked-on to ensure durability. Steel Fabric Spring securely joined to frame. Sliding sides fitted with safety latches. Size 27 x 51 ins. **Mattress** is filled with all soft, buoyant, sanitary cotton. Serviceable attractive ticking.

37-336 Crib and Mattress. Cash Price... **10.95**
 1.10 down, 10 Months to Pay. See Page 210.

37-337 Mattress only. Cash Price... **2.50**

"CASA LOMA" SLEEP UNIT

Save! Buy Mattress and Box Spring Complete

'Casa Loma' Mattress

Regular 17.95 for 14.95

- Built by "Way Sagless".
- Numerous, finely-tempered, resilient double cone springs.
- Sisal insulated and upholstered with many layers of sanitary cotton felt.
- Covering is a serviceable heavy grade imported Panel Damask ticking.
- Deep, pre-built quilted border. Screened eyelets for air-conditioning.
- Button tufting. Taped roll edges. Strap handles.
- Sizes: 39, 48 and 54 ins. wide by 72 ins. long.

Mattress only.
37-338 Cash Price **14.95**
1.50 down. See Page 210.

'Casa Loma' Box Spring

Regular 20.00 for 16.95

- Built by "Way Sagless".
- Numerous, well-tempered, flexible spiral coil springs supported by steel bars and interlaced on top.
- Built into a hand-fitted hardwood frame.
- Sisal insulated and upholstered on top with many layers of sanitary cotton felt.
- Covering is Imported Panel Damask to match mattress.
- Pre-built quilted border to match mattress.
- Loop, strap handles.
- Sizes: 39, 48 and 54 ins. wide by 72 ins. long.

Box Spring only.
37-339 Cash Price **16.95**
1.70 down. See Page 210.

Spring and Mattress Complete.

37-340 Reg. 37.95. Cash Price. **29.50** 3.00 down. See Page 210.



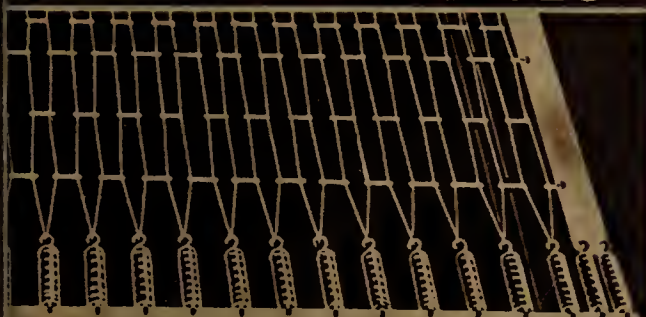
MATTRESS AND BOX SPRING

~~37.95~~ VALUE

29.50 CASH

3.00 DOWN

LOWEST PRICES



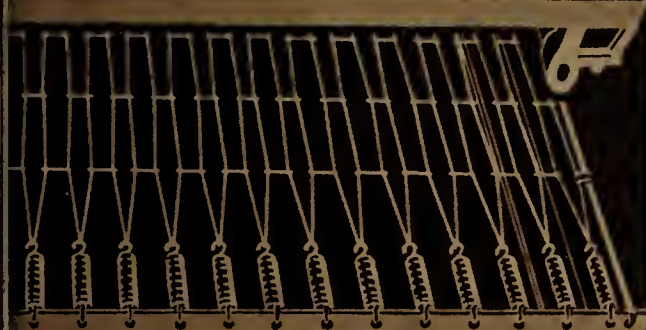
7.45 "Simco" Reinforced Cable Fabric

Reinforced with many extra clips in centre and with flexible, flat ribbon steel hands at edges. Securely fastened to heavy, angle steel frame by numerous small coil springs. Tubular side rails. High riser corner castings.

Sizes: 39, 48 or 54 ins. wide by 72 ins. long.

37-344 Cash Price.. 7.45

10 Months to Pay. Page 210.



5.50 Well-Built, Low-Priced Cable Spring

Sturdy cable fabric is securely fastened to heavy angle steel frame with small coil springs, giving resiliency. Corners are firmly braced for extra durability. Wire edges afford added strength.

Sizes: 39, 48 or 54 ins. wide by 72 ins. long.

37-345 Cash Price.. 5.50

10 Months to Pay. Page 210.



6.95 Low-Priced "No-Sway" Coil Spring

Each coil is firmly anchored to the next, and is securely fastened to heavy angle steel frame. "No-Sway" attachments for perfect comfort. Strong, heavy wire edges. (72 coils in 54-inch size).

Sizes: 39, 48 or 54 ins. wide by 72 ins. long.

37-346 Cash Price.. 6.95

10 Months to Pay. Page 210.

24.50 Air-Conditioned Pocket Spring

Superior interior construction—hundreds of coil springs, in cotton pockets, embedded in layers of white cotton felt. Panel damask ticking. Pre-built embroidered border. Eyelets for ventilation. Roll edges. Handles.

Sizes: 39, 48 or 54 ins. wide by 72 ins. long.

37-341 Cash Price.. 24.50

2.50 down. See Page 210.

13.75 Top Valued Superior Construction

Numerous flexible coil springs strongly interlaced and well padded with layers of sanitary, felted cotton. Panel damask ticking. Nicely tufted. Deep border. Heavy roll edges. Strap handles.

Sizes: 39, 48 or 54 ins. wide by 72 ins. long.

37-342 Cash Price.. 13.75

1.40 down. See Page 210.

11.50 Real Valued Spring-Filled Mattress

Numerous double cone, coil springs encased in layers of soft cotton felt. Covered with sturdy drill ticking, satin-like finish, evenly tufted. Stitched roll edges. Deep border. Strap handles.

Sizes: 39, 48 or 54 ins. wide by 72 ins. long.

37-343 Cash Price.. 11.50

1.20 down. See Page 210.



CRIB AND MATTRESS
6.75 CASH



COT AND SPRING
4.50 CASH

FOLDING BEDS



BED AND SPRING
9.95 CASH

Strong Wooden Bassinette with Mattress

Bassinette. Well-built of select hardwood. Washable, Ivory Enamel finish. Resilient cable fabric spring. Size about 18 ins. wide by 36 ins. long.

Mattress. Soft and comfortable. Filled with fluffy, sanitary cotton. Covering of serviceable art ticking.

37-347 Bassinette and Mattress. Cash Price.. 6.75

37-348 Bassinette only. Cash Price.. 5.75

37-349 Mattress only. Cash Price.. 1.50

10 Months to Pay. See Page 210.

Folding Steel Cot . . . Choice of Two Mattresses

Folding Cot. Heavy angle steel frame in Brown enamel. Ends fold under. Steel fabric spring securely attached. Size 30 x 72 ins.

37-350 Cot. Cash Price.. 4.50

Mattress. (Shown on cot.) Good quality. Filled with soft, sanitary cotton. Serviceable art ticking. Size 30 x 72 ins.

37-351 Mattress only. Cash Price.. 2.75

Mattress. (Shown beside cot.) Better quality. Sanitary cotton filling. Fancy ticking. Stitched roll edge. Size 30 x 72 ins.

37-352 Mattress only. Cash Price.. 4.75

Folding Steel Bed with Spring

Made of all steel in Walnut enamel finish. Head end braced by filler rods. Resilient coil spring. Ends conveniently fold under.

Sizes: 36 or 48 ins. wide by 72 ins. long.

37-353 Bed and Spring. Cash Price.. 9.95

1.00 down, 10 Months to Pay. See Page 210.

Mattress for Bungalow Bed—Well filled with soft, sanitary cotton. Strong art ticking. Deep border. Stitched, roll edge.

Sizes: 36 or 48 ins. wide by 72 ins. long.

37-354 Mattress only. Cash Price.. 5.75

Above Items 10% Down—10 Months to Pay—See Page 210. Freight Paid to Nearest Station.

USE THE BUDGET CLUB SEE PAGE 210 ○ 193

SIMMONS MATTRESSES

SUPERIOR QUALITY AT GREAT SAVINGS

Canada's Largest Mattress Manufacturers, well known for the Quality of their Products, produce these mattresses in the slack periods at reduced costs and so provide the usual "Standard Quality" at considerably lower prices.

"SUPER-REST"

~~29.50~~
VALUE

22.50

2.30
DOWN

"DREAM ROSE"

~~19.95~~
VALUE

15.95

1.60
DOWN

"IMPERIAL"

~~12.50~~
VALUE

9.95

1.00
DOWN

*Buy Better Mattresses and Enjoy
Better Sleep . . . Better Health!*

Simmons "Super Rest"

Reg. 29.50 Value for 22.50

Feel better—work better—when you rest well! Just note the Fine Quality of the Materials that go into the making of this beautiful mattress to assure you of utmost sleeping comfort—years of satisfactory service.

- 312 highly-tempered, double-cone springs encased in jute cloth.
 - Upholstered with deep, thick layers of high-grade new, white layer-felt, processed to prevent breaking down.
 - Sturdy covering of fine quality satin-finish, panel damask ticking.
 - Special patented "Jiffy-join" tufting.
 - Deep pre-built, embroidered border with numerous embroidered eyelets and screened ventilators that allow continuous air-conditioning.
 - Firm roll edges, stitched and taped.
 - Velvo-Grip, silk-finish rope handles.
 - 39, 48 or 54 ins. wide by 72 ins. long.
- 37-355 Cash Price 22.50**
2.30 down, 10 Months to Pay. Page 210.

Simmons "Dream Rose"

Reg. 19.95 Value for 15.95

Have luxurious comfort at a very low price when you buy a Simmons "Dream Rose" mattress. Quality-Built to the following High Standard of Construction:

- 264 resilient oil-tempered, double-cone springs encased in jute cloth.
 - Springs are embedded in numerous layers of new, white layer-felt, specially processed to maintain its softness and to prevent packing down.
 - Heavy grade panel damask ticking with an attractive glazed finish.
 - New type chrome-button tufting.
 - Deep border with screened ventilators for continuous air-conditioning.
 - Taped, roll edges, securely stitched.
 - Velvo-Grip silk-finish rope handles.
 - 39, 48 or 54 ins. wide by 72 ins. long.
- 37-356 Cash Price 15.95**
1.60 down, 10 Months to Pay. Page 210.

Simmons "Imperial"

Reg. 12.50 Value for 9.95

Here is a mattress that is truly an Outstanding Value, embodying all the features one would expect to find in one much higher-priced. Carefully built of all White, Layer-Felt to the following High-Grade Specifications:

- Soft, downy, all new, sanitary, white cotton layer-felt filling.
 - Specially processed and built up in numerous thin layers to maintain its resiliency and comfort.
 - Heavy drill ticking with sateen-like finish. Strongly and neatly tufted. Finished in an attractive floral design.
 - Deep, trim border with heavy, stitched roll edges.
 - Full 50 lbs. gross weight (in 54-inch size)
 - 39, 48 or 54 ins. wide by 72 ins. long.
- 37-357 Cash Price 9.95**
1.00 down, 10 Months to Pay. Page 210.

A Nationally Advertised Radio Greatly Reduced in Price

Simpson's Great Dramatic Radio Money Saving Event. When you see the name of this fine radio you will be doubly satisfied with your good buy. Owing to the very low price at which we are selling this set, we have agreed to withhold the manufacturer's name—which is a leader in the Canadian Radio field.

Some of the features:

- New 8-inch "Alnico" Speaker
- Automatic and Manual Volume Control
- Two-Point Tone Control
- New Sturdy Octal base metal spray tubes
- Tuning Knob, 5 to 1 ratio for sharper selectivity

The set has an improved power output that means greater tone quality and all-around performance. No "C" Batteries required. Full vision dial lights when tuning in stations. But best of all the operating cost has been reduced to the minimum.

The Cabinet is a beautiful piece of furniture in two-tone Matched Walnut. Decidedly a Great Big Value in Battery operated Radio. Supplied with two 45-volt Heavy Duty "B" Batteries and one 2-volt storage "A" Battery.

21-901 Cash Price, *Delivered*..... **49.95**
5.00 down, 10 Months to Pay. See Page 210.

The above set with 3 45-volt Heavy Duty "B" Batteries and one 1000-hour Dry Pack with Meter. This equipment gives added power and longer life to your radio enjoyment.

21-902 Cash Price, *Delivered*..... **54.95**
5.50 down, 10 Months to Pay. See Page 210.

SENSATIONAL SAVING

6 Tube Battery Console Radio

GREATLY REDUCED

49.95 CASH

COMPLETE WITH BATTERIES

BUDGET CLUB TERMS
5.00 DOWN AND 10 MONTHLY
PAYMENTS OF **4.80**



New PHILCO RADIO

REDUCED

Serenader 1939 RADIO



Reg. **73.00**
COMPLETE WITH BATTERIES
42.95
CASH
4.30 DOWN



Reg. **39.75**
29.95
CASH
3.00 DOWN

Clearance of 6-Tube Philco Radios Battery Operated Mantel Model

This big saving is made possible by our purchasing the entire factory stock of these new popular models. A set of proven performance.

- Concert Grand Dynamic Speaker
- Illuminated Full Vision Dial
- Two-Point Tone Control
- Noise Excluding Signal Amplifier
- 6 Philco High Efficiency tubes
- Vernier Tuning
- Cabinet with Back Shield
- Low Battery Drain

The following batteries supplied—2 "Serenader" 45-volt "B" Batteries and 1 two-volt storage "A" Battery.

21-904 Cash Price, *Delivered*..... **42.95**
4.30 down, 10 Months to Pay. See Page 210.

This Set with 3 Heavy Duty 45-volt "B" batteries, one 1000-hour Dry Pack with meter, and two 4½-volt "C" batteries for maximum performance.

21-906 Cash Price, *Delivered*..... **48.50**
4.90 down, 10 Months to Pay. See Page 210.

RADIO BARGAINS

(Not Illustrated)

New 1939 six-tube, long and short wave Electric Mantel model. Greatly reduced to 44.95.

Order by number 21-932.

New 1939 seven-tube, long and short wave Electric Console Model. Beautiful Cabinet finished in lustrous Walnut Veneer. Reduced to 69.50.

Order by number 21-933.

6-Tube Electric Standard Wave Model Extra Big Saving . . . Great Price Reduction

Even at the regular price this fine looking set was outstanding value. Now, with the great price reduction offered here, you will agree that this is Radio Saving extraordinary. By placing an extra large order at a slack time in the factory we were able to secure a nice reduction which we pass on gladly. Hundreds of well satisfied customers can testify as to the fine performance and ability of this set for tonal quality, station selectivity and distance getting. Has automatic volume control, special type dynamic speaker and attractive full vision dial. A beautiful looking cabinet of matched Walnut Veneers, size 16½ ins. long, 10¼ ins. high, and 7¾ ins. deep. We would recommend your ordering without delay, for at this extra special price our stock may not last long.

21-903 Cash Price, *Delivered*..... **29.95**
3.00 down. See Budget Club Terms. Page 210.

HIGH QUALITY RADIO ACCESSORIES

Simpson's Extra Heavy Duty
45-Volt "B" Batteries

The popular handy "plug-in" type.

21-909 The "Samson". Our best quality. Guaranteed to give long life service. *Delivered* **3.50**

21-910 The "Serenader". The best in its price range. Economical in operation and long service. *Delivered* **2.35**

21-911 The "Simco". A low-priced Battery that will prove very satisfactory in service. *Delivered* **2.15**

21-912 Voltage Meter. When attached to a Dry Pack assures correct voltage into radio set. *Delivered* **1.25**

21-917 Eveready "Layerbilt" 45-volt Heavy Duty "B" Battery... **3.98**

21-914 "Serenader" 1000-hour 3-volt Dry Pack "A" Battery..... **5.95**

21-915 "Serenader" 500-hour 3-volt Dry Pack "A" Battery. *Delivered* **3.95**

21-916 Eveready 1000-hour Air Cell "A" Battery. Replaces storage battery, but is not rechargeable. *Delivered* **7.50**

21-913 "Serenader" 22½-volt "C" Battery. 4-Terminal type..... **1.25**

21-918 2-volt Storage Battery. *Delivered* **4.25**

21-919 "Serenader" 4½-volt "C" Battery. "Plug-in" type..... **40¢**

21-922 "Serenader" 4½-volt "C" Battery. Terminal Type..... **40¢**

21-921 Quality 6-volt Storage Battery. Heavy Duty Built-in series of 2-volt units. Recommended for radio set 21-905 on Page 201... *Delivered* **10.00**

21-920 "Serenader" Short Wave Aerial Kit. A 2-in-1 Aerial, specially recommended for short wave reception, but equally efficient with all types of radios..... *Delivered* **3.25**

21-923 "Serenader" Standard Aerial Kit. Contains necessary equipment for erecting an efficient flat type aerial. **1.25**

21-926 Radio Licenses. You must have a Radio License to operate each set. For an electric operated set the cost is 2.50. For a Battery operated set 2.00. Buy from us.

21-924 Radio Tubes. All Types—Write for lowest prices and state type of tube required.

21-925 Radio Repairs. Expert repair and part replacement at lowest prices. Send us your set for test. Please pay shipping charges to us.

21-907 Discontinued and Reconditioned Radio Sets, Electric and Battery operated models. Guaranteed or your money refunded. Write for prices giving type of set wanted.

Above Items 10% Down—10 Months to Pay—See Page 210. Freight Paid to Nearest Station.

USE THE BUDGET CLUB SEE PAGE 210 X 195



"ROYALIST"

Super Value

STURDY
CONSTRUCTION

49⁹⁵
CASH
5⁰⁰
DOWN

MODERN
DESIGN

*Economical
IN
Operation*

Simpson's "Royalist" Range

A Masterpiece of Efficiency and Economy

IMPORTANT FEATURES

- Sturdy Construction
- Low Fuel Cost
- Modern Design
- Extra Large Oven
- Cast Iron Lining
- Lined Reservoir
- Levelling Devices
- Roomy Closet

Your guarantee of baking and heating efficiency—a Simpson "Royalist" range—and offered to you at a very low price! Built by master craftsmen in one of the largest factories in Canada especially to Simpson's specifications, embodying a high standard of materials and additional strength. Its many features of comfort and new conveniences have made it a prime favorite in Canadian homes. Body is sturdily constructed of heavy steel and is beautifully finished with enamel panels and nickel trim. Burns either wood or coal. If you are looking for a guaranteed dependable stove at a moderate price, we recommend the "Royalist" for value that is truly outstanding!

Finish. All panels finished in best quality Ivory porcelain enamel with door frames and trimmings of gleaming nickel. Ultra modern base. Front legs and front strip of mirror finish nickel plating.

Oven. Extra large—especially so for a range at this price. Width 16½ ins. Depth 20 ins. Height 12 ins. Has heavy wire pan rack which can be used in two positions and placed in a third position at top when not needed.

Oven Door. Also extra large. Has a new style, positive, "Fool-proof" catch. Fitted with thermometer. Spring balanced action.

Fire Box. For coal and wood—length 17 ins., width 7 ins., depth 10 ins. Duplex grates—turn down for coal; turn up for wood-burning.

Main Top. Highly polished, having four 9-inch covers (one sectional) and two 4-inch covers for cleaning flue. Size 22 x 40 ins., including reservoir.

Extra Flue Clean-out. A new and useful convenience installed at the base of the rear smoke flue allows quick, easy and thorough cleaning of flue.

Leg Levellers. One on each leg—enables range to be levelled on an uneven floor. A great convenience and ensures even baking at all times.

High Closet. Large warming compartment—29½ x 10½ x 8½ ins. high.

Reservoir. Capacity 4½ gallons. Lined with copper.

13-903 Cash Price, *Delivered*..... **49.95**

5.00 down, 10 Months to Pay. See Page 210.

The "Royalist" can also be supplied with a special firepot for burning wood only, 24 ins. long, 8 ins. wide, 10 ins. deep, at the same low price—49.95. Order under Catalogue Number 13-921.



THE "SUCCESSOR"

HIGH QUALITY
and
EFFICIENT

64⁹⁵
CASH
6⁵⁰
DOWN



THE "GRENADIER"

BIG IN
Value

67⁵⁰
CASH
6⁸⁰
DOWN

19⁹⁵
CASH
2⁰⁰
DOWN

IDEAL FOR
SMALL
KITCHEN
OR COTTAGE



GREAT IN
Service

A HEAVY-DUTY
RANGE

USE THE BUDGET CLUB...SEE PAGE 210

Massive Range . . . Outstanding in Value

Coal and wood burning range, built-in reservoir, swing faucet.
Main Top. 24 x 38 ins.; key plate top having lifting device; four 9-in. covers, (one non-scorch); solid griddle plate; height 31½ ins.
Finish. All door frames, high closet trimmings, front legs and front strips are heavily nickel-plated; polished blue steel body-ends; ivory enamel panels. Attractive and sanitary.

Oven. 3-position rack; 20 ins. deep, 16½ ins. wide, 12 ins. high.

Fire Box. For coal and wood—17 ins. long, 7 ins. wide, 10 ins. deep. Duplex grates—turn down for coal and up for wood.

13-902 Cash Price, *Delivered*..... **64.95**

6.50 down, 10 Months to Pay. See Page 210.

Range supplied with special firepot for wood only, 24 ins. long, 8 ins. wide, 10 ins. deep, at no extra cost. Catalogue Number 13-920.

"Kingsway" Stove

You would find it difficult, at this low price, to buy a stove that would give equal dependable cooking and heating service as this "Kingsway" model. Ideal for the small kitchen. Well built and compact.

Main Top. 29 x 19 ins. Has four 8-inch covers (one sectional) two 6-inch covers.

Oven. Width 14 ins. Depth 16 ins. Height 11 ins. Fitted with reliable thermometer.

Finish. All Black.

Fire Box. Lined with heavy fire brick. Length 14 ins. Width 7½ ins. Depth 10 ins. Special wood grate can be supplied for 1.00 extra. (Waterfront, 5.00 extra).

13-904 Cash Price, *Delivered*..... **19.95**

2.00 down, 10 Months to Pay. See Page 210.

19⁹⁵
CASH
2⁰⁰
DOWN

See Page 210.

Practical Range . . . Burns Either Coal or Wood

Modern in design, smart in appearance. Built by expert stove engineers to give long life and satisfactory service. Especially low-priced.

Main Top. Highly polished, 24 x 44 ins. including reservoir. Has six covers, one sectional, and one non-scorch. Key plate over fire box has convenient lifting device.

Reservoir. Holds 5½ gals. Lined with copper—will not discolor.

Finish. Ivory enamel panels, enamelled front, nickel trim.

Range for Coal and Wood.

13-901 Cash Price..... **67.50**

6.80 down. See Page 210.

Fire Box. For coal and wood—17 ins. long, 7 ins. wide, 10 ins. deep. Duplex grates—turn down for coal and up for wood. Lined with heavy, cast iron linings.

Oven. Size 18 x 20 x 13 ins.

High Closet. Roomy cabinet 33 x 10½ x 8½ ins. Lift-up door.

Can be supplied with special wood fire box, 24 ins. long, 8 ins. wide, 10 ins. deep. No extra cost. Catalogue Number 13-922.

LOW PRICED "BLUE FLAME" LO-BOY

2 or 3 BURNER
OIL STOVE



"NESCO"
SHORT
CHIMNEY
COAL-OIL
STOVE

2 OR 3
BURNER
SIZES

QUICK AND
EFFICIENT

"Nesco" Coal Oil Burner

Built of high quality materials, efficient and economical in operation. Embodies the rugged construction, careful engineering generally found in much higher-priced stoves. Beautifully finished in a black and white color combination. Levelling screws on each leg for uneven floor. An exclusive feature with the 3-burner model only is the extra-large double hot burner.

- 13-907 2-Burner Stove (less shelf) 20.50
2.10 down, 10 Months. See Page 210.
- 13-908 3-Burner Stove (less shelf) 27.50
2.80 down, 10 Months. See Page 210.
- 13-911 2-Burner Shelf..... 5.50
10 Months to Pay. See Page 210.
- 13-912 3-Burner Shelf..... 6.50
10 Months to Pay. See Page 210.

"Blue Flame" Oil Burners

Good quality blue steel. Burn coal oil or kerosene only. Asbestos lighting rings. (Extra lighting rings, 10c each.)

- 13-905 2-Burner Stove..... 8.95
- 13-906 3-Burner Stove..... 10.50
- 2-Burner Oil Stove Oven. Good quality blue steel with bright corrugated lining. Drop door with glass and thermometer. 13-910 Cash Price, Delivered... 4.25

Pie Oven. Blue steel. Use on one burner only. Swing door fitted with glass.

- 13-909 Cash Price, Delivered... 1.95

Sootfoe. A special preparation in powder for removing soot from chimneys. Safe in operation. Full instructions in each package. Sold regularly at 30c per lb.

- 13-916 1 lb..... 20c; 2 for.... 35c



HAVE
Constant
HOT WATER

Round-Type Jacket Heater Efficient and Economical

There is no necessity to be without a continuous sufficient hot water supply when you can purchase this practical heater at such a remarkably low price! It is sturdily built of all black cast iron and is suitable for heating a standard 30-gallon range boiler. Economical—it operates efficiently, burning a low-grade coal. Small size—it takes up very little room. Is easily attached to hot water tank (see inset). You will be delighted with its operation and convenience!

- 13-915 Cash Price, Delivered..... 9.95
1.00 down, 10 Months to Pay. See Page 210.

Above Items 10% Down—10 Months to Pay—See Page 210. Freight Paid to Nearest Station.

MISS CANADA ELECTRIC WASHER STURDILY MADE NEW IMPROVED STREAMLINE MODEL OUTSTANDING VALUE!

52⁹⁵
CASH
5³⁰
DOWN

SEE PAGE 210

An outstanding Electric Washer with many important features and refinements usually found only in washers selling for many dollars more. Built expressly for Simpson's by a well-known manufacturer of washing machines. Made in Canada—which assures you of being able to secure repairs, if required, at all times at reasonable prices. All materials used are of the best—chosen for their heavy durable qualities. All parts are precision-made. Construction throughout is rigid and wear-resisting. You will be proud of its appearance—marvel at its easy, thorough operation—and wonder how you ever managed without it! Your money refunded if you are not thoroughly satisfied after 30 days' trial.

Finish. Heavy, durable. Very attractive Green base and Cream porcelain tub.

Size. Tub has 6 lb. capacity.

Wringer. All metal, safety type. Equipped with large, 2-inch rubber rollers.

Gears. Steel-cut. Run continuously in a bath of oil to assure efficient operation.

- 13-917 Cash Price, Delivered..... 52.95
5.30 down, 10 Months to Pay. See Page 210.

Motor. Oversize 1/4 H.P.

Agitator. Four-blade type. Made of durable cast aluminum. Forces the soapy suds through all parts of the wash, removing every bit of dirt, assuring you of clean clothing.

Legs. Built of sturdy cast iron with rubber casters.

Guaranteed against defect in workmanship and material for 1 year.



30 DAY
MONEY REFUND
GUARANTEE



Sewing Machines of Remarkable Value

Electric Portable

The housewife's greatest convenience—a portable electric sewing machine! Very low in price, it will soon pay for itself in the economy it effects, the energy it saves! Of light weight, in three-quarter size, yet it gives full-size service. Equipped with top tension, long shuttle, throw head with disc wheel and belt-driven motor, foot-control rheostat and semi-automatic bobbin winder. Complete with attachments. Operated by a dependable Westinghouse motor which is included.

- 13-914 Cash Price.... 37.95
3.80 down, 10 Months. See Page 210.

Jones Treadle-Type

For the home that is not electrically equipped, we offer this well-built treadle-type sewing machine. Made in England and sold exclusively by Simpson's. A smooth fast-running type, it sews backwards and forwards. Of heavy construction, it is a machine that will give years and years of utmost satisfaction. Equipped with long shuttle. Cabinet has four drawers. Built on a ball-bearing stand. May be conveniently moved from place to place. Really good value!

- 13-913 Cash Price.... 44.95
4.50 down, 10 Months. See Page 210.

RENFREW "Canadian Beauty" ELECTRIC RANGETTE



21⁹⁵
CASH
2²⁰
DOWN

Renfrew "Canadian Beauty" Rangette Save 5.95 on this Attractive 1938 Model

You will search a long time before you will find the equal of this compact, serviceable and economically-priced rangette. Regularly sold for 27.90! Truly a "Canadian Beauty"! Body is built in a striking design and beautifully finished in Ivory enamel with smart Black enamel trim. Oven interior is in mottled enamel finish. Especially practical for the small home or an electrically-equipped summer cottage. Switching is arranged to give maximum capacity—1320 Watts. Element Specifications. Cooking top, one 7 3/4 in. 1300 Watts. One 5 3/4 in. 800 Watts. Baking Oven. One 5 3/4 in. 660 Watts. One 5 3/4 in. 500 Watts.

- 13-918 Cash Price, Delivered..... 21.95
2.20 down, 10 Months to Pay. See Page 210.

USE THE BUDGET CLUB SEE PAGE 210 ○ 197



Simpson's

Guaranteed HIGH QUALITY TIRES AND TUBES at Lowest Prices PROVEN SAFETY TREAD USE THE BUDGET CLUB PLAN 10 MONTHS TO PAY.. SEE PAGE 210

CANADA'S OUTSTANDING TIRES—MADE EXPRESSLY TO SIMPSON'S HIGH SPECIFICATIONS

Manufactured by a Leading Canadian Rubber Company

SIMPSON'S GUARANTEE ON SIMCO, PARKSIDE AND SIMPSON SPECIAL TIRES

—every Simco and Parkside Tire 12 months; every Simpson Special Tire 9 months (without mileage limit) against ordinary usage rendering it unfit for service. We reserve right to repair without charge, or replace with a new tire. If we replace Simco or Parkside Tires, you pay only 1/12 of current retail price for each month's service, or fraction thereof; 1/9 for Simpson Specials. Guarantee does not cover punctures, tires ruined by running flat, fire, theft, clincher tires, tires used on taxicabs, trucks, also licensed or common carrier buses.

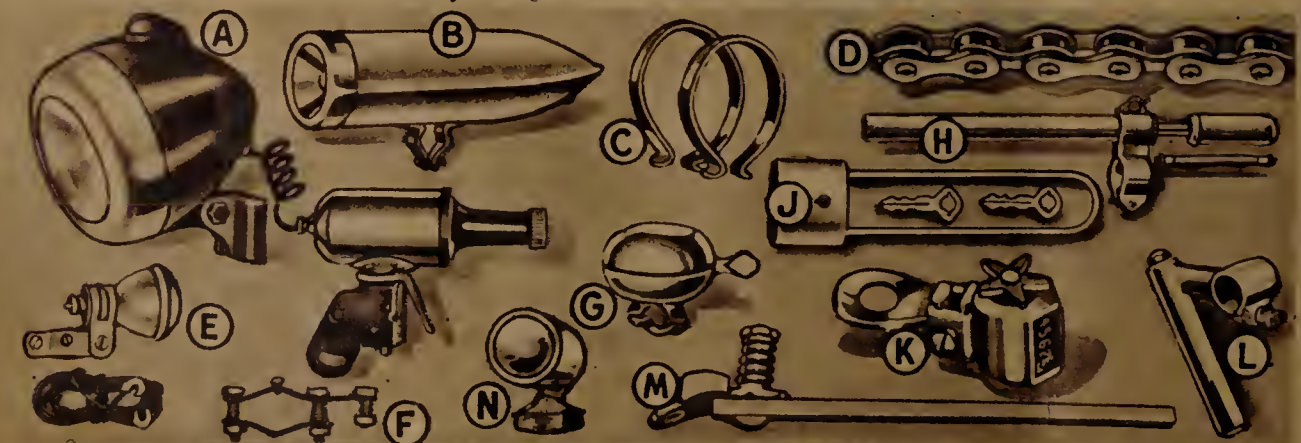
| Simpson Special | | Simco | | Parkside | | Simco | | Parkside | | <div>Special Note</div> <div>Tires and Tubes, in sizes not listed here, can be supplied at market's lowest prices.</div> |
|-----------------|--------|-------------|--------|-------------|--------|-------------|--|-------------------|--|--|
| 4-Ply Tires | | 6-Ply Tires | | 4-Ply Tires | | 6-Ply Tires | | Heavy Black Tubes | | |
| Order No. | | Order No. | | Order No. | | Order No. | | Order No. | | |
| Size | 54-100 | 54-101 | 54-102 | 54-103 | 54-106 | 54-107 | | | | |
| 30 x 3½ | | | 5.50 | | 1.25 | 1.05 | | | | |
| 4.40 x 21 | 6.20 | | 7.15 | 8.85 | 1.45 | 1.25 | | | | |
| 4.50 x 20 | 6.65 | | | | 1.45 | 1.25 | | | | |
| 4.50 x 21 | 6.70 | 10.25 | 7.35 | 9.05 | 1.45 | 1.25 | | | | |
| 4.75 x 19 | 7.45 | 11.40 | 8.15 | 10.20 | 1.85 | 1.45 | | | | |
| 4.75 x 20 | 7.70 | | 8.40 | 10.50 | 1.45 | 1.25 | | | | |
| 4.75 x 21 | | | | | 1.45 | 1.25 | | | | |
| 5.00 x 19 | 8.05 | 12.45 | 8.90 | 10.50 | 1.85 | 1.45 | | | | |
| 5.00 x 20 | 8.10 | 12.70 | 8.95 | 11.20 | 1.85 | 1.45 | | | | |
| 5.00 x 21 | | | | | 2.05 | 1.65 | | | | |
| 5.25 x 18 | 9.05 | 13.85 | 9.95 | 12.30 | 1.85 | 1.45 | | | | |
| 5.25 x 19 | | | | | 1.85 | 1.45 | | | | |
| 5.25 x 20 | | 13.35 | | | 1.85 | 1.45 | | | | |
| 5.25 x 21 | | 15.60 | | | 2.05 | 1.65 | | | | |
| 5.50 x 17 | 9.75 | 14.55 | 10.55 | 13.75 | 2.15 | 1.70 | | | | |
| 5.50 x 18 | | | | | | 1.75 | | | | |
| 5.50 x 19 | | 15.65 | | | 2.35 | 1.75 | | | | |
| 6.00 x 16 | | 16.20 | 10.90 | 14.45 | 2.15 | 1.90 | | | | |
| 6.00 x 17 | | | | | 2.15 | 1.70 | | | | |
| 6.00 x 18 | | | | | | 1.75 | | | | |
| 6.00 x 19 | | | | | 2.35 | 1.75 | | | | |
| 6.00 x 20 | | | | | 2.60 | 1.85 | | | | |
| 6.00 x 21 | | 17.30 | | | 2.60 | 1.85 | | | | |
| 6.25 x 16 | | 21.00 | | | 2.15 | 1.90 | | | | |
| 6.50 x 16 | | 21.00 | | | 2.60 | | | | | |

Simco Truck and Bus Balloon Tires are made of first quality rubber. Strongly walled. Deep, road-gripping anti-skid tread. They are excellent heavy duty tires and are adaptable to all kinds of truck and transport work. They are guaranteed for six months against defects in workmanship and materials. In the event of failure of this nature, replacement will be made on a monthly basis according to the elapsed time since date of purchase.

Simco Truck and Bus Balloon Tires are made of first quality rubber. Strongly walled. Deep, road-gripping anti-skid tread. They are excellent heavy duty tires and are adaptable to all kinds of truck and transport work. They are guaranteed for six months against defects in workmanship and materials. In the event of failure of this nature, replacement will be made on a monthly basis according to the elapsed time since date of purchase.

| Simco Heavy Duty
TRUCK TIRES | | | Simco Heavy Duty
BUS (Balloon) Tires | | Simco Heavy Duty TRUCK and BUS TUBES | | | |
|---------------------------------|--------|-------|---|-------|--------------------------------------|------|-----------|------|
| Order No. 54-104 | | | Order No. 54-105 | | Order No. 54-108 | | | |
| 30 x 5 | 8-Ply | 22.15 | Size | | 30 x 5 | 2.60 | 6.00 x 20 | 2.60 |
| 32 x 6 | 10-Ply | 31.95 | 6.50x 20 | 23.00 | 32 x 6 | 3.75 | 6.50 x 20 | 3.25 |
| | | | | | 34 x 7 | 5.10 | 7.00 x 20 | 3.25 |

Delivery Charges Paid to Your Nearest Railroad Station.



Generator Set
(A) Headlight operated by dynamo on front fork. Current generated as you ride. Black enamelled metal. Nickel trim. 32-140 Delivered. **3.75**

Bicycle Lamp
(B) Chromium-plated. Fastens on handle bars. Sliding switch. With two batteries. 7 1/2 inches. 32-143 Delivered. **1.45**

Trouser Clips
(C) Of spring steel. 32-145 Delivered. **10¢**

Roller Chains
(D) Standard 57-inch length. 1/2 x 3/8-inch. For 16, 18, 20-tooth. 32-151 Delivered. **69¢**

Rear Light
(E) Bulb and wire. 32-142 Delivered. **65¢**

Attaching Bracket
(F) Bracket for generator set. 32-141 Del'd. **19¢**

Bicycle Bell
(G) Nickel. 32-147 Del'd. **25¢**

Frome Pump
(H) For Schrader valve. Nickel. 32-144 Del'd. **49¢**

Shock Lock
(J) Adjustable. Has two keys. 32-148 Del'd. **35¢**

Cyclometer
(K) For 28-inch wheel. 10,000 miles. 32-146 Del'd. **1.00**

Extension Stem
(L) Chromium-plated. 5 1/4 x 3/8 inches. 32-149 Del'd. **1.00**

Kick Stand
(M) Keeps bicycle upright. 32-153 Del'd. **98¢**

Rear Reflector
(N) Highways-approved. 1 1/2-lens. 32-154 Del'd. **18¢**

HIGH GRADE ACCESSORIES

C.C.M. Wheels
(A) Completely assembled steel rims. Rustproof steel spokes. "Hercules" brake on rear wheel. Ball-bearing hub on front wheel. 28 x 1 1/2 ins. Black, Blue or Maroon. (Tire and tube not included.) 32-116 Del'd. **2.50**
Front Wheel... **6.25**
Rear Wheel... **29¢**
Flashlight Holder
(B) Adjustable clip. 32-129 Del'd. **29¢**
English Saddle
(C) Genuine leather. Triple springs and girder are Black enamelled. 8 1/2 x 10 1/2 inches. 32-118 Del'd. **1.98**
Leather Tool Bag
(D) Strongly sewn and has two straps. 32-120 Del'd. **45¢**
Repair Kit
(E) Consists of rubber solution, cleaning material and soapstone. 32-121 Del'd. **20¢**
C.C.M. Repair Forks
(F) For Canadian-made bicycles. 8 1/2-inch stem threaded down for cutting to fit any size bicycle. Blue, Black or Maroon. 32-150 Del'd. **1.95**
Bulb Horn
(G) Loud and clear. Length about 7 ins. 32-124 Del'd. **29¢**
Rear View Mirror
(H) Nickel-plated frame. Ready for attaching. 32-127 Del'd. **25¢**
C.C.M. Mudguards
(J) Practical dropside style. Black, Blue or Maroon. Fit wheel size 28 ins. 32-119 Del'd. **1.15**
Gripwell
(K) Rubber grips. Special shape insures firm hold. Standard size. 32-126 Del'd. **30¢**
Rubber Grips
(L) Corrugated rubber. 3/8 x 3 3/4 inches. 32-125 Del'd. **20¢**
Pedals
(M) Square, rubber, ball-bearing type with 1/2-inch axle. 32-123 Del'd. **79¢**
C.C.M. Spokes
(N) Spokes are made of high-grade stainless steel wire. Nipples of nickel-plated brass. Length 11 1/2 ins. Made for 28-inch front and rear wheels. 32-122 1 dozen... **15¢**
C.C.M. Carrier
(P) Sheet steel. Top 14 x 20 ins. Bottom 12 x 18 ins. Depth 6 ins. Black. 32-130 Del'd. **1.85**
C.C.M. Enamel
(Q) Quarter pint in Black, Maroon, Blue. Brush included. 32-128 Del'd. **39¢**

BICYCLE TIRES AND TUBES

Bicycle Tires
Dunlop "Imperial". Heavy duty tires with extra thick, non-skid tread. Size 28 x 1 1/2 inches. 32-131 Delivered. **1.65**
Size 26 x 1 1/2 inches. 32-132 Delivered. **1.65**
Dunlop "Ronger" tire. Size 28 x 1 1/2 inches. 32-133 Delivered. **1.15**
"Ronger" studded tire. Size 26 x 1 1/2 inches. 32-134 Delivered. **1.15**
Dunlop "Fort" tire. Size 28 x 1 1/2 inches. 32-135 Delivered. **1.90**
Studded tire. Size 28 x 1 1/2 inches. 32-136 Delivered. **85¢**
Bicycle Tubes
High-grade heavy Red rubber tube. Size 28 x 1 1/2 ins. 32-137 Delivered. **55¢**
Size 26 x 1 1/2 inches. 32-138 Delivered. **55¢**
"Fort" Black tube. Size 28 x 1 1/2 inches. 32-139 Delivered. **75¢**
For bicycle parts not illustrated, write us for prices. Please state serial number and make of bicycle.

HIGH QUALITY BICYCLES

CANADIAN MADE

"Roamer" Bicycle

Built Specially for Simpson's
by a Leading

Canadian Bicycle Manufacturer

- C.C.M. "Hercules" positive-action, coaster brake.
- Seamless, tubular, steel frame with enamel finish.
- All bright parts chromium-plated.
- Enamelled steel rims.
- Rustless steel spokes.
- Dunlop tires—very durable.
- Dropside mudguards.
- Roller chain and ball-bearing, square, rubber pedals.
- Rubber handle bar grips.
- Frame pump, toolbag and wrench.
- Rear reflector—Highways approved.
- Comfortable leather saddle.

The most outstanding bicycle value of the year. Notice the sleek, smooth lines of the design, and read the special features above. The last word in Style, Beauty and Durability. Choice of Blue or Maroon with contrasting stripe.

Men's Model. Frame 20/18, 22/20 or 24/22 inches.

32-161 Delivered... **27.50**

Ladies' Model. Frame 20 or 22 inches.

32-162 Delivered... **28.50**



Feature Value!
"The ROAMER" HIGH QUALITY
PRECISION BUILT BICYCLES
AT THE Lowest Price
We Have Ever
OFFERED!

27.50
CASH

OR **2.75** WITH 10 MONTHLY
DOWN PAYMENTS OF **2.65**



32-162

28.50
CASH
2.90
DOWN

Juvenile Boy's Bicycle

Just the right size for a boy from 6 to 9 years old! Steel tubular frame. 18-inch wheels. Dunlop cushion tires. Reliable hand-brake on front wheel. Ball-bearing pedals. Comfortable coil saddle. Handy rear carrier and stand. Maroon enamel finish with chromium-plated bright parts.

32-163 Delivered... **17.95**

1.80 down, 10 Months to Pay. See Page 210.

ENGLISH MADE JUVENILE BIKES



32-163

17.95
CASH
1.80
DOWN

32-164

Juvenile Girl's Bicycle

For little girls from 6 to 9 years old! Steel, tubular frame. 18-inch wheels. Dunlop cushion tires. Reliable hand-brake on front wheel. Ball-bearing pedals. Comfortable coil saddle. Handy rear carrier and stand. Blue enamel finish. Chromium-plated bright parts.

32-164 Delivered... **17.95**

1.80 down, 10 Months to Pay. See Page 210.



C.C.M.
CRESCENT

35.00
CASH
3.50
DOWN

Men's C.C.M. "Crescent"

- Highest-grade materials used throughout.
- Seamless, tubular, steel frame with weatherproof enamel finish and bright parts chromium-plated over C.C.M. "20 years" nickel.
- C.C.M. "Hercules" coaster brake.
- C.C.M. single-piece crank hanger.
- Roller chain and ball-bearing pedals.
- Dunlop "Imperial" tires.
- Standard steel rims.
- Dropside mudguards.
- Leather saddle.
- Rear reflector—Highways approved.
- Frame pump, toolbag and wrench.

Ruggedly constructed to withstand much hard usage and to give years of service. Maroon or Blue enamel finish. Size of frame 20/18, 22/20, 24/22.

32-165 Delivered... **35.00**

10 Months to Pay.



ROAMER
MOTOR
BIKE

36.50
CASH
3.70
DOWN

"Roamer" Motorbike

- Double-bar frame made of seamless steel tubing and fitted with truss fork.
- Baked-on enamel finish with chromium-plated bright parts.
- Enamelled steel rims, Dunlop tires and drop-side mudguards.
- C.C.M. "Hercules" coaster brake.
- Leather saddle, roller chain and square rubber pedals.
- Handle bars with rubber grips and extension stem.
- Frame pump, toolbag and wrench.
- Rear reflector—Highways approved.

Built for service and durability. Maroon or Blue with contrasting stripe. 22/20 or 24/22 inches.

32-166 Delivered... **36.50**



ROAMER
TRUSS
FORK

31.95
CASH
3.20
DOWN

"Roamer" Truss Fork Bicycle

- Seamless, tubular frame with haked-on enamel finish and chromium-plated bright parts.
- Enamelled steel rims, rustless steel spokes, Dunlop tires and drop-side mudguards.
- C.C.M. "Hercules" positive-action brake.
- Leather saddle, roller chain, ball-bearing, square rubber pedals, and rubber handle bar grips.
- Frame pump, toolbag and wrench.
- Rear reflector—Highways approved.
- Enamelled truss fork.

Constructed to give long service. Choice of Blue or Maroon with contrasting stripe. Frame 20/18, 22/20 or 24/22 inches.

32-167 Delivered... **31.95**



C.C.M.
OVERLAND

38.50
CASH
3.90
DOWN

Men's C.C.M. 'Overland'

- Seamless, tubular, steel frame with haked-on enamel finish and bright parts chromium-plated.
- C.C.M. "Hercules" coaster brake.
- C.C.M. Single-piece crank hanger.
- Roller chain and ball-bearing pedals.
- Dunlop "Imperial" tires.
- Enamelled steel rims.
- Rustless steel spokes.
- Dropside mudguards.
- Comfortable saddle.
- Rear reflector—Highways approved.
- Complete with dynamo generator lighting set, bell, pump, toolbag and wrench.

High-grade equipment and materials used throughout. Soundly built for long service. Maroon or Blue enamel finish. Size of frame 20/18, 22/20, 24/22.

32-168 Delivered... **38.50**

10 Months to Pay.

USE THE BUDGET CLUB SEE PAGE 210 ○ 199



Super Value

19.95 CASH
2.00 DOWN

High-Quality, Low-Priced English Style Pram

- Constructed of cold-rolled auto body metal.
- Enamelled finish with embossed design.
- Streamlined hood tightly sealed against drafts.
- Full-length storm shield.
- Mud guards, foot brake and safety strap.

Has all the outstanding features of a much more expensive pram. First-quality leather cloth throughout. Full tubular pusher with pyralin handle. Canoe type springs. 10 3/4-inch wheels with 1-inch tires. 31 1/2" x 17 1/4". Royal Blue, Maroon or Bone. **32-169 Delivered (2.00 down, 10 Months to Pay) ... 19.95**

English Style Pram

Well-constructed and designed for baby's comfort. Made of cold-rolled auto body metal with attractive embossed design. Has 5-bow streamlined reversible hood with pump joint. Footwell covered with 3 removable padded upholstered seats. First-quality leather cloth throughout. Padded sides and ends. Full-length storm shield. Full chromium pushers with pyralin cross handle. Has foot brake and strap suspension gear. Safety strap. 12-inch wheels with 1-inch tires and large hub caps. Outside measurement 31 1/4" x 17 1/4". Gear enamelled to match color of body. Colors: Merton Blue, Maroon or Bone. **32-170 Delivered ... 22.95** 2.30 down, 10 Months to Pay.

Gondola Style

Smartly designed English style pram made of cold-rolled auto body metal with embossed design. 5-bow reversible hood with pump joint. Full length apron half-lined. First-quality leather cloth throughout. Sides and ends padded. Three removable padded upholstered seats. Full tubular pushers with pyralin cross handle. Strap suspension gear. 12-inch tangent-spoke wheels. 1-inch tires. Has foot brake and large hub caps. Safety strap. Outside measurements 34 1/2" x 17 1/2". Gear enamelled to match body. Colors: Merton Blue, Grey or Bone. Splendid value. **32-171 Delivered ... 25.95** 2.60 down, 10 Months to Pay.

Gondola Style

An exceptionally well-built and beautifully modelled English style pram. Made of cold-rolled auto body metal. The streamlined 5-bow, reversible hood is piped and has a braid valance and nickel-plated hood spreader. First-quality leather cloth throughout. Full-length storm shield is half-lined and piped. Has 3 cushions, "Duchess" gear with mudguards. Full-length chromium pushers with pyralin cross handles. Safety strap, large hub caps and foot brake. 12-inch bicycle type wheels. Outside measurements 35 1/2" x 17 1/2". Colors: Merton Blue, Maroon, or Bone. **32-172 Delivered ... 29.95** 3.00 down, 10 Months to Pay.



REVERSIBLE HANDLES

EASY FOLDING

VERY LOW PRICED

Smart, Convenient, Folding Go-Carts ... Specially Priced

Comfortably Upholstered
Simply put foot on axle, pull on handle and it folds compactly. Strongly constructed with enclosed sides, 3-bow piped hood, breast strap, adjustable footwell and easy-action foot brake. Bed 31" x 13 3/4". 8 3/4-inch wheels with 5/8-inch tires. Colors: Merton Blue or Grey. **32-173 Delivered ... 9.95** 10 Months to Pay. See Page 210.

9.95

Sturdy Go-Cart
Carbon steel frame with tubular nickel-plated pusher. Easy-folding action. 4-bow piped hood, sides fully enclosed, breast strap and adjustable footwell. Foot brake. 9 1/2-inch bicycle type wheels with large hub caps and 1-inch tires. Colors: Merton Blue, Grey or Bone. **32-174 Delivered ... 13.50** 10 Months to Pay. See Page 210.

13.50

Unusual Value
Made of carbon steel with backrest adjustable to 3 positions, and footrest adjustable to 2. Good-quality leather cloth throughout. Cushion type upholstery with pillowed back. Sides fully enclosed. Edges piped in contrasting color. Seat 12" x 12", back 12" high. Colors: Merton Blue, Grey or Bone. **32-175 Delivered ... 5.75**

5.75

Prams Styled By
Lloyd



22.95 CASH
2.30 DOWN

EXTRA Special Value



25.95 CASH
2.60 DOWN

The Latest Models



29.95 CASH
3.00 DOWN

REVERSIBLE FOLDING PRAM



Adjustable to Three Positions

The flexible springs provide extra riding comfort. Waterproof leatherette cloth throughout body. Storm apron. 4-bow streamline hood. Seat 12" x 12", back 12 1/2" high. Bed length 33". Grey, Navy, Maroon. **32-176 Delivered ... 18.95**

18.95

STURDY STEEL WAGON



Well-Constructed Steel Wagon

Specially constructed to stand plenty of hard usage. Body is heavy gauge steel with corrugated bolsters, and 6 1/2-inch roller-bearing wheels with treaded tires. Red enamel with Black gear and handle. 28" x 12". **32-177 Delivered ... 2.98**

2.98

STREAMLINE BIKE



Streamline Bike

Will furnish many hours of fun for a youngster. Sturdily constructed of heavy steel. Has wide pedals and rubber tires. Rear disc wheels 5 inches. Height 15 1/2 inches. Finished with baked-on Red enamel. **32-178 Delivered ... 1.89**

1.89

Baby Auto Seat

Designed especially for baby's comfort while riding in an automobile. It fits securely over back of seat—folds compactly when not needed. Frame is of strong metal covered with rubber over arms to prevent tearing of upholstery. Sturdy back and seat. Fitted with safety belt. Very good value. **32-180 Delivered ... 1.39**

1.39

Strong Leather Baby Harness

Splendid to keep the wee tottler within bounds. Made with strong metal clasp. Fits comfortably. Low-priced and useful. **32-181 Delivered ... 59¢**

59¢

Leather Strap Lead

Another essential for the youngster. This sturdy leather strap is 72 inches long. Metal snap fasteners are durable. May be used with Baby Harness 32-181 (above). **32-182 Delivered ... 35¢**

35¢

Comfortable Pram Mattress

Filled with Kapok—a thick, wonderfully soft material—and affords perfect comfort for the wee tot. Covering is decorated with nursery characters. About 15" x 30". Will fit any pram illustrated on this page. **32-183 Delivered ... 1.49**

1.49

Strongly Made Baby Swing

Baby will be absolutely safe in this strong swing. It is well-made of White Duck, securely sewn throughout. Back is built up for support. Steel frame is nicely enamelled. Tray for toys and a rod with colored, and sliding beads will amuse him immensely. Swing is firmly supported by straps and also by a strong spring. Good value. **32-179 Delivered ... 1.29**

1.29

THE **LOWEST PRICE** THIS **VACUUM CLEANER** **HAS BEEN OFFERED IN CANADA**

23.95
CASH PRICE

COMPLETE
WITH
ATTACHMENTS

BUDGET
CLUB
TERMS

2.40
DOWN

AND 10 MONTHLY
PAYMENTS OF

2.30

Sold on 30-Day Money Back Guarantee
A Complete Electric Cleaning Service
For Your Home

Here are some of the special features of "The Victor"—Vacuum Cleaner.

- All-metal cylinder with Leatherette Finish.
- Power triple-fan suction.
- Rubber-mounted Motor.
- New type adjustable nozzle.
- Long-Life flexible Hose.
- Light weight but sturdy construction.

Simpson's are indeed proud to offer this sensational modern type vacuum cleaner at such a remarkably low price. For the first time in Canada, here is the lowest price the "Victor" Vacuum Cleaner has been sold. It will revolutionize modern housecleaning of rugs, carpets, drapes, venetian blinds, upholstered furniture, hardwood floors and automobile upholstery. Constructed so that it never needs oiling. A most convenient cleaner to use. Light in weight, but will give years of complete satisfaction. It replaces all previous types of Cleaners for ease of operation and flexibility of handling, especially for crevices and hard-to-get-at corners. Splendid for cleaning behind radiators. Note the handy carrying handle. Has 2-section metal handle and necessary accessories for every cleaning purpose. Sold under Simpson's 30-Day Money-back Guarantee and carries a One Year Guarantee against defects in workmanship and materials.

13-919 Delivered. Cash price..... **23.95**

Or use the Budget Club—pay 2.40 down
and 10 Monthly Payments of 2.30. See Page 210.



FOR
25 OR 60
CYCLE
ELECTRIC
CURRENT

ELECTRICITY
IS FREE..WHEN
YOU USE A
PARRIS-DUNN
SKY CHARGER

WIND DRIVEN
TROUBLE FREE
AUTOMATIC
6-VOLT
BATTERY
CHARGER

Harness the Wind for Power!

- All-steel braced 6 or 10 foot tower.
- Propeller of selected Douglas Fir with copper-trimmed edges.
- Heavy duty air-cooled generator with three-brush control and life-time oil-sealed bearings.
- "Slip-the-Wind" governing principle.

Above is offered the world's most efficient charge storage batteries for radio and auto use in districts where there is no power line. Will operate under every climatic condition and with winds of high or low velocity. Scientifically designed with a minimum of moving parts.

21-928 With 6-foot tower (if used on farm)..... **24.95**

21-929 With 10-foot tower (if used on farm)..... **29.95**

When purchased for farm use—location of the farm must be given.

21-930 With 6-foot tower (when not for farm use)..... **26.95**

21-931 With 10-foot tower (when not for farm use)..... **31.95**

10% down, 10 Months to Pay. See Page 210.

1/2
PRICE

REGULAR PRICE... ~~89.95~~

44.95 LESS BATTERY
CASH PRICE

OR
4.50 DOWN 10 MONTHLY
PAYMENTS OF **4.35**

An Outstanding Farm Radio
No "B" or "C" Batteries

- Check these important features—
- Covers All 5 Short Wave Channels.
 - Large Aeroplane Dial.
 - Automatic Volume Control.
 - Manual Tone Control.
 - Illuminated Dial for Ease in Tuning.
 - Vernier Tuning Knob for Accuracy in bringing in Short Wave Stations.
 - 8-inch "Alnico" Speaker.
 - Four Metal Sprayed Tubes giving 6 tube Performance.

Again Simpson's create Radio history by offering this outstanding half-price radio bargain. By taking the manufacturer's complete stock of these new Rogers-Majestic sets we were able to secure a most exceptionally low price—and pass on to you a great saving. This set will give those who live in districts without electric power the same pleasure, convenience and performance ability of city radio reception. Operates from a single 6-volt storage battery. When used with the Skycharger offered on the left you have all the benefits of carefree and trouble free battery charging. Use your present auto 6-volt Battery. Remember No "B" or "C" Batteries required.

The cabinet is a beautiful piece of furniture in "V" matched Walnut side panels, and Butt Walnut front panel. A set that will give years of pleasure and service.

21-905 Set, less Battery. Cash price..... **44.95**

Or use the Budget Club and pay 4.50 down with 10 monthly payments of 4.35

If you have no 6 volt Battery we can supply a high grade 11-plate Heavy Duty Battery for 10.00 extra.

ROGERS-MAJESTIC
ONE-BATTERY RADIO
LONG AND
SHORT
WAVE



Sensational Sale Values..

IN TUB FROCKS AND BETTER DRESSES

DAYTIME CREPES
2.49 EACH



17-435
17-430
17-429

Special Buy AND CLEARANCE LINES

Women's Celanese and Rayon Rough Crepe Frocks

A group of better dresses selected from our regular stock and others specially purchased for this sale! Please give 1st and 2nd style and color choice. We cannot promise to send any particular style or color but will do our best.

17-429 Sizes 34 to 44. Navy, Black, Brown, Wine.
17-430 Sizes 34 to 44. Navy, Black, Brown, Wine.
17-435 Sizes 36 to 52. Navy, Black, Brown. **2.49**
Postpaid.....

Clearance of Coat Frocks

(A) Crisp colorful polka dot coat frocks of tubbable Cotton Print. Ric-rac trim. Two pockets. Self-tie back. Wine and Navy. 27-286 Sizes 16 to 44. **98¢**
Postpaid, each.....

Large Size Dresses

(B) Clearance of our regular stock and special buys. Cotton Prints with colorful style touches. Give 1st, 2nd color choice. Navy, Black, Green, Brown. 27-287 Sizes 36 to 52. **98¢**

REG. ~~6.98~~
NOW **3.98**



All-Wool Pin Stripe

Imagine—a stunning ensemble like this for nearly half-price. Jacket frock of All-Wool with rayon pin stripe. Fitted jacket has long sleeves. Buttons down front for trim only. Crisp collar piping, and button-trimmed front yoke on the short sleeved dress. Pleat in skirt. Navy-with-Gold stripe. Brown-with-Gold stripe. 17-433 Sizes 14, 16, 18, 38, 40. **3.98**
Postpaid.....

REG. ~~1.99~~
NOW **1.69**



Colorful Cotton Plaid

You'll want to snap it up at this astounding price. Vividly gay Cotton Plaid frock in sport style with collar, cuffs and belt in crisp contrast. Buttons from close-fitting neck to popular shirred dirndl waistline. Cute little pocket for a hankie. Greatly reduced from the regular price—buy early. Red Plaid, Navy Plaid. 17-434 Sizes 14, 16, 18, 20. **1.69**
Postpaid.....

2 FOR 1.10



27-289
27-288

Clearance and Special Buys

Some special buys and stock clearances of Cotton Print dresses. Give 1st, 2nd and 3rd color choice. We cannot promise to send any one particular style or color. Navy, Red, Green, Blue, Mauve, Maize. 27-289 Sizes 14 to 44. **59¢**
Postpaid.....



17-432
17-427
17-426

To Clear! Lovely Frocks in a Variety of Styles

We only have room to show you four stunning styles, but every rock in the group is as flattering as those shown. Taken from our regular catalogue stock along with special purchases and priced for quick clearance. Styled from Rayon and Celanese Rough Crepes and Printed Spun Rayons. Please give 1st and 2nd color choice as we cannot promise to send any particular style or color. Sizes 14, 16, 18, 20.

- 17-426 Glory Blue, Rust, Spruce Green, Brown.
- 17-427 Brown, Ming Green, Rust, Glory Blue, Black, Navy, Wine.
- 17-428 Wine, Brown, Glory Blue, Black, Rust.
- 17-432 Navy, Black.

1.99 EACH

Simpson's

GREAT... BARGAIN VALUES!

THRILLINGLY NEW!

**RAINY
WEATHER
WEAR**



Plaid Raincape and Hat

Take advantage of our special purchase to buy her a Raincape and Hat set made of Rubberized Cotton Plaid. Full cape has three buttons in front. Turndown collar and armholes. Jaunty little hat to match. Sizes 6, 8, 10, 12, 14.
19-117 Blue (red-and-white overcheck).
19-118 Green (red-and-white overcheck).

Post
Paid

1.98

Gabardine Trench Coat

Face all kinds of weather smartly and comfortably garbed in this Heavy Rubberized Cotton Gabardine Trench coat. Epaulets on shoulders. Gun patch, deep pockets. Double-breasted front. Storm straps on sleeves. Raglan shoulders. Imitation leather buttons. All-around buckled belt. Wonderful value at this low price. Sizes 14, 16, 18, 20.
19-115 Fawn.
19-116 Navy.

Postpaid... **3.95**

**MISSSES'
SUIT**

7.95

**ALL-
WOOL
OVER-
CHECK
TWEED**



Man-Tailored Tweed Suit

A bargain to be snapped up early! Misses' "Man-Tailored" suit of All-Wool Overcheck Tweed in single-breasted style with two-button front. Notched collar, wide lapels. Three pleated patch pockets. Yoke back with action pleat. Hymo fronts and lapels. Guaranteed two-season Celanese lining. Tailored skirt with kick pleat front and back. Self-waistband. Sizes 14, 16, 18, 20.
19-145 Grey-with-Blue overcheck.
19-146 Tan-with-Brown overcheck.

Post
Paid... **7.95**

**BOLERO
FUR
JACKET**

9.95



Black-Dyed Coney Fur

Bringing you a New York style-leader in the fashion parade for Spring! Swanky bolero jacket of glossy black Dyed Coney fur. Note the new three-quarter sleeve. Ornamental buckle-fastening at neckline. Length of coat about sixteen inches. Celanese Satin lining, guaranteed for two seasons' wear and fully interlined. Perfect for wear over your frocks or suits. And imagine — owning a glorious jacket like this for so little money. Order early—we expect them to go fast.

Sizes 14, 16, 18, 20.

19-133 Black. **9.95**
Postpaid

BIG VALUE HERE

All-Wool Faille Skirt

Regular 1.99 to 2.49 value! Clearance of surplus stock and special buys! Good-looking skirt of All-Wool Faille. Panel front has pleat. Trimmed with tucking. Self-waistband. This style and others similar in All-Wool Faille and Crepe Weaves. Waist 26, 27, 28, 30, 32, 34.
25-383 Navy.
25-384 Black.
25-385 Brown.

Post
Paid. **1.69**

**ALL-WOOL
FAILLE
SKIRT**

1.69



Celanese Rayon Satin Blouse

A special purchase through the co-operation of our manufacturers enables us to offer you this blouse at such an amazing price. Fashioned of Celanese Rayon Satin with short sleeves and close-fitting pointed collar. Pleated at shoulders. Youthful yoke front trimmed with shirring. Glass buttons down front band. Ties at back.

Sizes 14, 16, 18, 20.

25-386 Forget-Me-Not Blue.
25-387 Ivory White.
25-388 Eggshell.

Postpaid... **1.25**

TWO BARGAIN LEADERS IN COTTON PRINT

69¢

"Dancing Girl" Dress

Regular 1.59 value! Special purchase means big savings in this colorful crisp "Manoir" Cotton Print, "Dancing Girl" frock. Zipper runs from close-fitting neck to pleat in skirt front. Full puff sleeves. White poplin collar trimmed with braid. Gored flared skirt. Ties at back. Excellent value.

Sizes... 8, 10, 12, 14.
Length 28, 32, 36, 40.

25-389 Red. } Post
25-390 Blue. } Paid. **1.00**

Cotton Print Dirndl

For school or holiday wear! Real value in this flower-sprigged frock of colorfast Cotton Print. Adorable "Dirndl" style with lastex shirred waist. Peter Pan collar. Finished with piping in contrast. Four buttons on front also in contrast. Puff sleeves gathered at shoulders.

Sizes... 8, 10, 12, 14, 14X.
Length 28, 32, 36, 40, 43.

25-391 Red ground.
25-392 Navy ground.
25-393 Green ground.
All with White and Colored flowers.

Postpaid... **69¢**



1.00



SIMPSON'S LOW CASH PRICES ★ 203

Values to 1.98

Clearance of ladies' Kid gloves in assorted patterns with various smart trimmings. Good-quality and well-made—all reduced to clear at this amazingly low price. Don't miss this wonderful saving! Colors—Black or Brown. Sizes 6, 6½, 7, 7½. 15-129 Postpaid **1.49**

KID GLOVES

1.49
PAIR

WOMENS FANCY CHAMOISSETTE GLOVES

Big Clearance!

Values up to 43¢! Women's fancy Chamoisette gloves in assorted patterns with novel stitching and trimming. Good-wearing and very smart. Specially priced to clear! Please state 2nd choice of color. White, Beige, Grey, Navy, Black, Brown. Sizes 6, 6½, 7, 7½, 8. 15-128 Postpaid **23¢**

23¢
PAIR

Serviceable Cotton Hose

2
PAIRS
29¢

Extra Special!

Outstanding value in stockings for everyday wear! Women's Cotton hose with seamless back and comfortable seamless feet. Well reinforced at heels and toes for extra wear. Serviceable and practical.

Med. Beige, Gunmetal, Suntan, White. Sizes 8½, 9, 9½, 10, 10½. 16-177 Pair **15¢**

2 Pairs 29¢

BOYS COTTON MARL GOLF HOSE

19¢
PAIR

Clearance!

Boys' Marl Cotton knicker hose in ¾ length. Knit in popular 5x1 rib stitch. Fancy striped cuff. Well reinforced heels and toes to give maximum wear. A special purchase enables us to pass on this big value.

Colors: Grey Marl or Fawn Marl.

Sizes 7, 7½, 8, 8½, 9, 9½, 10.

16-176 Pair **19¢**



1.39 EACH Style! Quality! BARGAIN-PRICED! Regular 1.75 to 2.25
50-298 Style (A), (B) or (C). Some genuine leather and some leather reproduction in the group. Only three of the assortment of smart designs are shown. Due to our limited quantity we cannot promise to send any exact style, but will supply one similar and equally as smart. Black, Brown or Navy. Postpaid **1.39**



79¢
EACH

REDUCED to CLEAR!

Regular 1.00 to 1.69

50-297 Style (D), (E) or (F). A sweeping clearance of leather reproduction purses. Only three of the assortment of attractive designs are shown—the others are equally as smart. Order early to get the best selection. Black, Brown, Navy, Wine or Rust. Special Price, Postpaid **79¢**



29¢

Wire Hair Brush with Comb

31-176 You get a big bargain in this set. Good-quality hair brush with strong wire bristles set in soft rubber. Durable 7½-inch dressing comb. Special Bargain Price, Postpaid **29¢**

204 × USE THE BUDGET CLUB SEE PAGE 210



Alarm Clock

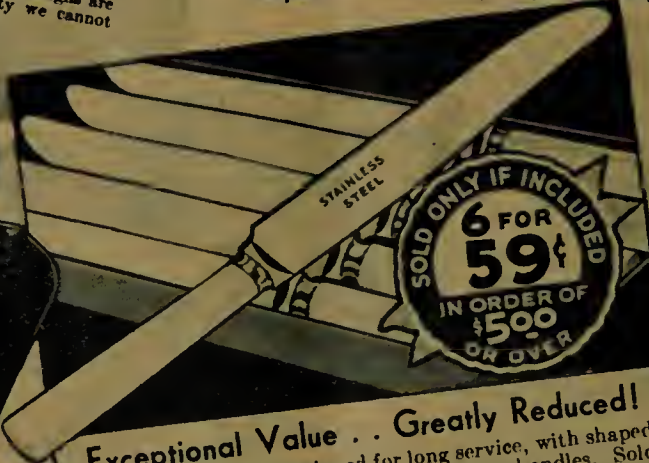
11-242 A reliable, attractive alarm clock at an extra-low clearance price. Nickel-plated case with inside bell. Order early! Postpaid **89¢**

Ladies' Wrist Watch

11-241 A special purchase that furnishes a real chance to save money! Chrome-plated case. Link bracelet. Fancy shaped bezels. Postpaid **2.95**

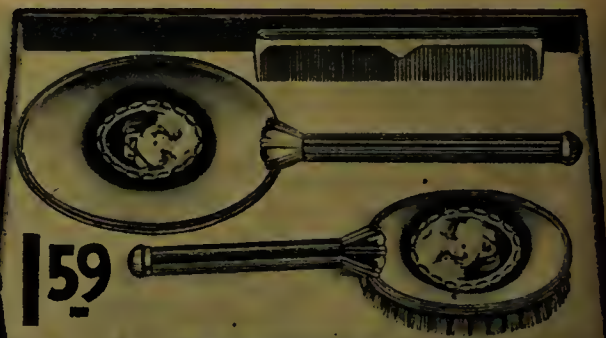
Men's Wrist Watch

11-240 An exceptional watch value! Reliable shockproof movement in chrome-plated case. Leather strap. Cushion shape. Postpaid **1.98**



Exceptional Value . . . Greatly Reduced!

11R243 Specially designed for long service, with shaped blades of stainless steel and White Ivorine handles. Sold only if included in an Order of \$5.00 or over from our catalogues. Special Bargain Price, Postpaid **6 for 59¢**



1.59

Extra Special Value! Buy Now!

31-177 One of our most unusual values. A lovely gilt-finished three-piece set consisting of brush, comb and mirror with attractive Gainsboro picture. Regular 2.50. Be sure to order early for our supply is limited! Special Bargain Price, Postpaid **1.59**



Choice of Two Sizes

Fine-quality set at a big reduction. Smartly designed aluminum handles with stainless steel blades. A set that will give years of service. An excellent quality of Sheffield stainless steel. 6 Dinner Knives. Regular 1.39. 11-248 **98¢** 6 Dessert Knives. Regular 1.29. 11-247 **98¢**

BUY CHINA ON THE BUDGET CLUB PLAN



66
PIECE SET
7.39

Outstanding Value in Dinnerware

Here is a wonderful opportunity to purchase a complete set of dinnerware at an unbelievably low price. Ivory color semi-porcelain with rich-looking embossed pattern. Seconds, but imperfections are very slight—almost unnoticeable.

11-244 66-piece set for 8 persons **7.39** 96-pce. set for 12. **9.39** 32-pce. set for 6. **2.59** 11-245 **9.39** 11-246 **2.59**

Freight Prepaid to your Nearest Station.



Big Bargain for Boys!

Complete cowboy outfit for only **1.89!** Plaid shirt, khaki drill pants with side chaps, hat, lariat, whistle, Pistol in holster. 6, 8, 10 yrs. 14-200. **1.89**

Spectacular Savings!

THERE IS NO OTHER WAY TO DESCRIBE THEM...

Bargains FOR WOMEN AND CHILDREN!



89¢

2.39

Dressing Gowns Hand-Embroidered

Special purchase of these fine cotton crepe dressing-gowns—the regular 1.00 value. A big bargain for you! Embroidered at back and front. A tie girdle and plain white trim.

Women's Full Size.

| | | | |
|--------|--------|------------------------|-----|
| 24-237 | Rose. | Post
Paid
Each.. | 89¢ |
| 24-238 | Copen. | | |
| 24-239 | Mauve. | | |

Great Clearance of Cosy Bathrobes

You save money on these bath robes! Of fancy cotton blanket cloth, heavy quality and well made. Tailored style, with cord trim, cord girdle and a pocket. Wear well.

Small, Medium, Large.

| | | | |
|--------|----------------|------------------------|------|
| 24-247 | Grey-and-Rose. | Price, Postpaid, each. | 2.39 |
| 24-248 | Blue shades. | | |



SET
3.98

Extra Values for Your Little Boys

Coat and Beret

Serviceable outfit of wool in tweed effect. Coat has pleats and belt at the back, and two flap pockets. Beret tam has elastic for proper fitting. Big value for you! Order today!

Ages 2 and 3 years.

| | |
|--------|--------------|
| 26-300 | Blue effect. |
| 26-301 | Rose effect. |

Bargain Price, Postpaid, Set.. 3.98

Knitted Wool Suit
Pullover sweater and pants knit of fine Botany wool. Various smart styles, regular values up to 1.29. Nothing better for everyday wear than two-piece suits of this kind.

Ages 2, 4, 6 years.

| | |
|--------|--------------|
| 26-304 | Navy Blue. |
| 26-305 | Green shade. |

Bargain Price, Postpaid, Suit.. 1.00



69¢

Zipper Sweater

Good heavy pullover, rib-knit of strong cotton. Fancy roll collar. Zipper at the front. The style all boys like!

Ages 2, 4, 6 years.

| | |
|--------|---------------|
| 26-306 | Maroon shade. |
| 26-307 | Royal Blue. |

Bargain! Postpaid, each 69¢

Baby's Feeder

Practical terry cloth baby feeder made with sleeves. Edges bound in very pretty colors. Keeps clothes clean.

Infants' size.

| | |
|--------|------------------------------|
| 26-308 | White, with Colored binding. |
|--------|------------------------------|

Post Paid. 2 for 29¢



2 FOR
29¢



Stock Clearance!
RAYON SATIN
AND
SUEDE TAFFETA

VALUES
UP TO 89¢

Now 59¢ EACH

Buy Slips Now!

These are New Styles
and Lovely Qualities

Here's your chance for a genuine saving on costume slips for the new season! Big stock clearance of popular form-fitting styles, some of rich rayon satin, some of suede taffeta—regular values up to 89¢. Various smart models, some with lace trimming, others with fagoting. Buy several now! This is an unusual offering and really one of the biggest bargains you ever saw in slips of beauty and quality. One of the specials which show you how our low cash prices save you money!

Sizes 32 to 42 bust.

| | | |
|--------|-----------|----------------------|
| 24-243 | Tea Rose. | Price, 59¢
Each.. |
| 24-244 | White. | |

Factory Clearance!

VALUES
UP TO
1.19

Now 79¢
EACH



Savings Here!

24-242 Special factory clearance of gowns made from fine fancy batiste. Assorted styles, similar to the one illustrated above. They're lovely for sleeping comfort in the warm weather—and they're wonderful value. Buy now and save! Small, Medium, Large. Assorted Colors. Price, Postpaid, each 79¢



WINGEYETTE
2 FOR 98¢

Slipover Gowns Regularly 59¢ Each

Here's a bargain no woman will want to miss! Worth-while savings on these comfortable slipover gowns of fleecy cotton wingeyette! Embroidered design at the front. Embroidered scalloping around the edges. They're lovely gowns for the early Spring when the nights are cool, good quality for long wear and easy to wash.

| | |
|--------|-----------------|
| 24-240 | Tea Rose shade. |
| 24-241 | Cream-color. |

Post Paid. 2 for 98¢



"DIRNDL"
1.00

A Popular Smock At a Bargain Price

Here's a Big Special—a "Dirndl" smock of fancy percale, with elastic shirring at waist and wrists. Buttons at front. Has a pocket.

Sizes 14 to 20.

| | | |
|--------|-------------|------|
| 24-245 | Fancy Navy. | 1.00 |
| 24-246 | Fancy Wine. | |

SIMPSON'S LOW CASH PRICES ★ 205

EXTRA BARGAINS! WOMEN'S EASY HOUSE SLIPPERS!



Black Velvet

Fine Soft Felt

Soft Wine Felt

Good Quality

Black Velvet

Fur-Trimmed Leather Slippers

With Black Patent
Low-priced Slippers that are practical and comfortable. Patent Leather trim is smart on the Black Velvet. Padded Leather soles. Cuban heels.
40-758 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid.. **98¢**

Choice of Red or Blue
Neat comfortable Slippers of Fine Felt, with fancy trim in contrast. Soft Padded soles and heels. You get a bargain when you buy these slippers!
Sizes 3, 4, 5, 6, 7, 8.
40-759 Red. } **55¢**
40-760 Blue. }

With Contrast Trim
Service and comfort for little money! Wine Felt Slippers with fancy trim in contrast. Padded Leather soles and heels. What value they are!
40-761 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid.. **45¢**

Black or Brown
Comfortable Slippers of Leatherette, with Padded Leather soles and Low Rubber heels. Silky Pompon at front. A good style for the house.
Sizes 3, 4, 5, 6, 7, 8.
40-765 Black. } **59¢**
40-766 Brown. }

Colored Rayon Trim
Very pretty Slippers of Black Velvet, with Printed Rayon cuff and lining in Bright Colors. Padded Leather soles. Correct Duco Cuban heels.
40-762 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid.. **95¢**

The Moccasin Style
Fine Slippers made from Soft Leather. Beaded design on vamp. Fluffy Fur Collar. Padded Leather soles and heels. An extra good value.
Sizes 3, 4, 5, 6, 7.
40-763 Red. } **98¢**
40-764 Blue. }

WOMEN'S HOUSE SHOES at Low Saving Prices!



Neat One-Strap

Neat Oxford

Walking Oxford

Wide Fitting

The D'Orsay

Two-Color Leather Slippers

Fine Black Canvas
Black Leather tip adds to the wear of this Black Canvas Shoe. Has a durable Leather sole and Low heel with Rubber lift. Specially priced.
40-767 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid.. **98¢**

Fine Black Canvas
One of the best House Shoes—a Black Canvas Oxford with tip of Black Leather. Low heel with Rubber lift. Good-wearing Leather sole.
40-768 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid **1.10**

Built for Service
Wide-fitting Shoe of durable Black Box Kip Leather. Has a good Leather sole, and Walking heel with Rubber lift. Good quality, well made.
40-769 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid **1.85**

Comfortable Oxford
Sensible House Shoe of Soft Black Sheep Leather. Has Leather sole and Low heel. Gives good service and is easy to wear. Extra Special!
40-770 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid **1.35**

Dressy and Practical
Favorite Slippers with soft Padded Leather soles and Cuban heels. Give good wear.
40-771 Black Patent.
40-772 Wine Leather.
40-773 Black Leather.
Sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid.. **95¢**

Smart as Can Be
Vamp is of Blue Leather. Quarter is of Black Patent Leather. Blue Ribbon laced through the front. Soft Padded Soles and Cuban heels.
40-774 Women's sizes 3, 4, 5, 6, 7, 8.
Price, Postpaid **1.45**

SPECIAL SELLING

WOMEN'S SHOES

1.69
PAIR



Serviceable Outdoor Oxford of Soft Leather

Soft Leather Oxford

40-775 Sandal of Black Leather. Walking Heel.

40-778 Black.
40-779 Brown.
Walking Heel.
Sizes 2½ to 8, and half sizes.

40-776 Black.
40-777 Brown.
Cuban Heel.
Sizes 3 to 8, and half sizes.

5 Styles Your Choice **1.69** Bargain to Clear!

Give Your First, Second and Third Selection
Big Selling of Smart Shoes, all practical and serviceable. Every Woman in Canada should take advantage of this chance to save money on good everyday shoes for Spring. Though you may not have intended to buy shoes now, you'll be wise to select from this group when you pay such a low price for styles which will be correct any time.

Description and Sizes Given with Each Illustration.
Be Sure to Give Correct Number, Size and Color.
If, when your order reaches us, the styles you select are sold, we will send your correct size in a similar style which will please you equally well.
If you do not wish us to substitute, please say so in your order. Then, if the styles you select are sold out, we will return your money at once.

206 × SIMPSON'S PAY POSTAGE Specials!

40-780 One-Strap of Black Kid. Steel Shank. Walking Heel. Width EE. Sizes 3 to 8, and half sizes.

Buy Now! Save Money on Good Shoes for Everyday!



Smart Oxford Tie of Black Leather Cuban Heel.
Sizes 3 to 8, and half sizes.
40-781 Width E. Medium Last.
40-782 Width EE. Wide Last.
40-783 Width EEE. Extra Wide.

CHILD'S BARGAIN!

EVERYDAY OXFORD

BLACK LEATHER



79¢
PAIR

Here's Value Outstanding!
Sturdy Shoe with "Wear-Proof" Sole
41-339 A Big Bargain for the Children! Serviceable everyday Oxford of Black Leather, made to give lots of comfort. "Wear-Proof" Composition Rubber sole and heel, for long wear.
Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 1, 2.
Special Saving Price, Postpaid, a pair **79¢**

MEN'S BARGAIN!

STURDY BLACK OXFORD



2.25
PAIR

Men! Don't Miss This Saving!
A Good Practical Everyday Shoe
42-191 Bargain Price on a well-built Black Leather Oxford which will give splendid service day after day. Wide last. Durable Leather sole. Rubber heel. Here and now, you get shoe value unsurpassed. You'll be amazed at our low price.
Sizes 5½ to 11. Half sizes.
Special Saving Price, Postpaid, a pair. **2.25**

YOU JUST CAN'T HELP SAVING AT SIMPSON'S



75¢ SET

Cottage Sets. Big Bargain!

49-210 Of best voile scrim. Sash curtains with fast-color spots in shaded **red-and-black, blue-and-gold, green-and-gold**, on soft ivory ground. Ruffled top curtains in plain ivory, with spot Priscilla valance. Silk stitching and over-locking in color. Top curtains 17 x 40 inches. Sash 18 x 30 inches.

Price, Each... **6-Piece Set 75¢ or 2 Sets for 1.39**



Look!

HEMSTITCHED
SHEETS

**98¢
EACH**

Special Sale! Double-Bed Sheets

45-320 Bought less than wholesale price. And what amazing value they are! Good-wearing easy-to-laundry bleached cotton sheets, with hemstitched hem at top and plain hem at bottom. The famous "Colonial" make, known and liked for their quality, and what a very low price in this big special bargain sale! About 69 x 87 inches. } **Post Paid, each... 98¢ or 2 for 1.89**

Sale
**29
EACH**



Rose, Blue, Gold, Green

Bargain in Beautiful Bedspreads!

45-321 Clearance of assorted patterns, all lovely. Great big size to cover double bed and pillows. Newest bordered designs printed in **rose, blue, gold or green**, on firmly-woven tan jaspe cotton bedspread cloth. Ready hemmed. Very popular—and they look so very smart. (Washing instructions are included with each). Note the big size—about 76 x 96 inches. **Simpson's Bargain Price, Postpaid, each Only... 1.29**



LINEN
DAMASK

**1.00
EACH**

Buy Now! Wonderful Value!

Table Cloths of Heavy Irish Linen

45-322 Super Bargain! Don't miss it! Pure Irish linen table cloths, heavy quality, rich creamy satin damask, smartest patterns, with pretty borders in fast-color **rose, blue, gold or green**. Hemmed ready to use. Buy them for your own home or for gifts. Please make a second choice of color wanted. And be sure to order early! Very Popular size—about 52 x 52 inches.

Simpson's Bargain Price, Postpaid, each Only... 1.00



SILK
BED
SPREADS

**1.18
EACH**

Lovely Colors.. Lots for Your Money Get Your Share of This Saving!

45-323 Think of buying these very handsome bedspreads for so little money! Delightful patterns. Double-bed size. Woven from lustrous rayon silk and fine strong mercerized cotton. **Rose, blue, gold, green or orchid**, each color combined with white. Ends hemmed. Please make the second color choice.

About 70 x 90 inches. } **Bargain Price, Postpaid, each Only... 1.18**



IRISH LINEN

6 FOR 1.00

Great Tea Towel Bargain

45-324 Get lots of these handy tea towels while you can buy them for this low price! They're firmly-woven pure Irish linen towels, with borders all-around in fast-color **rose, blue, gold or green**. Great for wear, good-drying, easy to wash. Please make a second and third choice of color.

Handy useful size— } **Post Paid 6 Towels 1.00**
about 17 x 28 ins.



12 FOR 1.88

Handy Bath Towels... White with Color

45-325 What a wonderful saving you make here! Well-woven bath towels sold in bundles of twelve—4 **rose**, 2 **blue**, 2 **gold**, 2 **green**, 2 **orchid**, in each bundle. All fast colors, with white. Ends hemmed. Plenty of such bath towels as these are needed by every family.

Popular size— } **Low Price, Postpaid... 12 Towels for 1.88**
about 17 x 34 inches.



1.79 EACH Chenille
Table Covers

45-326 You certainly get a big bargain in these handsome chenille table covers with rich soft full pile. Floral centre, with a deep border. **Crimson or green** effects, bright and beautiful. All ready hemmed. How they will add to the appearance of any room! Cut size about 60 x 60 inches.

Post Paid, each 1.79



Only **1.98 EACH**

Bright Colorful Indian Blankets That are Very Special Value

45-327 Such beautiful blanket rugs with rich Indian colorings! **Blue-with-brown, red-with-blue, tan-with-green**. Good firm weave, medium weight, soft napped finish on both sides, ends firmly whipped. Woven from stout cotton yarns for good wear. Please make a second choice of color.

Large practical size— } **Bargain Price, Postpaid, each... 1.98**
about 54 x 75 inches.



BLEACHED
SHEET LENGTHS

Extra
**83¢
EACH**

Special! Big Bargain in Double-Bed Sheet Lengths!

45-328 Just look at this! Good-wearing bleached cotton sheet lengths, a good "Colonial" quality, at a special bargain. Just hem the ends and they are ready to use on your double beds. Every home and boarding-house should get a supply to make easily-laundered everyday sheets. 69 inches wide } **Each Length 83¢ or 2 for 1.62**
2½ yards long.

SIMPSON'S LOW CASH PRICES x 207



Spectacular Clearance! Topcoats and Suits

SIMPSON'S Will Fit Men in Any Size
TALL... SHORT... AVERAGE... STOUT—Simpson's will fit any size man in one of these super Suits or Topcoat values. State all measurements asked for on Special Order Blank on Page 124.

THE TOPCOATS

Regular 14.50 value. At this special low reduced price every man can afford to order a smart new topcoat for Spring. By far the most outstanding coat value in years. Favorite raglan style, tailored from rich-looking, All-Wool Tweeds in distinctive check and other handsome patterns. Half-lined with Heavy Rayon. Choice of **Brown** or **Grey** shades. 35-202 Postpaid, each, 10.95

THE SUITS

Regular 15.00 to 18.75 values. Clearance of high-grade Worsteds from a leading maker, along with quality suits from our own stock. All have Val-Glo lined body and sleeves. Smart subdued stripe patterns. Choice of single or double-breasted styles. State color. 35-200 3-piece Single-breasted suit in **Blue** or **Brown**... 13.99 35-201 3-piece Double-breasted suit. **Blue, Brown, Grey**. 13.99

MONEY-**SAVING** BARGAINS For MEN and BOYS

WAS
~~6.98~~

Now
5.95



Regular 6.98 value. You save more than a dollar on this good-looking, double-purpose coat, men. Smart herringbone patterned Tweed, vulcanized to a neat cotton Plaid lining. English raglan style. Length about 48 inches. **Grey** or **Fawn**. Chest 36 to 46. 35-203 Postpaid, each... 5.95



Men's and Boys' Fawn Gabardine Jackets

Now priced within reach of everyone!—Sporty, Cravenette-processed, **Fawn** cotton Gabardine jackets in better than usual quality with full-opening zipper front. Special Cravenette process makes them showerproof. Raglan shoulder style for extra comfort. Fancy sports back. Adjustable side straps. Order early. 38-430 BOYS' Fawn Cravenette jacket, as above. 35-208 MEN'S Fawn Cravenette jacket, as above. **Ages 6 to 18 years.** Chest 36 to 44.

Postpaid... 2.69 Postpaid... 2.99



Reduced to clear! Simpson's big 10-STAR feature pant. Made extra strong and tough throughout. A big value at 3.95—extraordinary value at 3.49. Of heavy, pre-shrunk Cavalry Twill. **Dark Grey** shade. Send your order, now. **Waist 32 to 46. Leg 30 to 34.** 35-207 Postpaid, pair... 3.49

Here's one of the greatest work pant values your money can buy. Special clearance of long-wearing trousers in **Dark** practical shades. Assorted subdued patterns. Ruggedly tailored throughout in regular style. Roomy pockets and belt loops. **Waist 30 to 46. Leg 30 to 33.** 35-206 Postpaid, pair... 1.59

3.49

1.59



Maroon or Navy Doeskin Jackets
REDUCED!
2.98

Now is your chance to buy a smart outdoor jacket at a specially reduced price. Made from serviceable Cotton Doeskin-finished cloth in choice of two colors. Full zipper front. Slash pockets. State color. Order early! **Maroon or Navy.** Chest 36 to 46. 35-204 Postpaid... 2.98 35-205 Same jacket as above in button-front style with set-in sleeves. Postpaid... 1.89



2-PIECE Outfits
Cut! Prices!



Now
3.49



Now
4.44

Amazingly Low-Priced Outfits

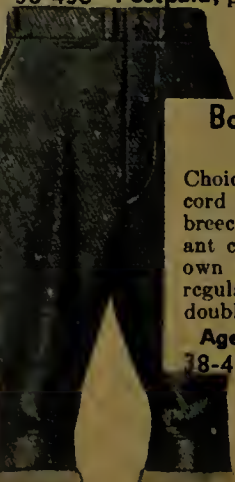
The outfit on the left is made from **IRON-JAW** tested 9-oz. Cotton Check suiting in **Brown** or **Grey** shades. The jacket has full-opening zipper front and 2 slash pockets. Sports back. Side straps. Regular style longers. Order early. State color. **Ages 6 to 18 years.** 38-432 Postpaid... 3.49

Practical, good-looking 2-piece bush coat and longer outfit. It's one of the smartest outfits a boy can wear. Of **Brown** Wool-and-Cotton Tweed in neat check design. Coat in military style with 4 button-flap pockets. Pleated longers. Side straps. **Ages 6 to 18 years.** 38-433 Postpaid... 4.44



BARGAIN in Knee Pants

Mothers! This saving is real news. Striped **Blue** Cotton Worsted knee pants reduced for quick clearance. Well made with roomy pockets and belt loops. Included are few Tweeds in 4 and 5-year sizes on which early orders only will be filled. **Ages 4 to 10 years.** 38-436 Postpaid, pair 55c, 2 for 1.00



1.00

Boys' Breeches to Clear!

Choice of **Grey** Whipcord or **Blue** Drill breeches in an important clearance from our own stocks. Made in regular style with double knees. Unlined. **Ages 6 to 16 years.** 38-437 Postpaid 1.00

Boys' All-Wool Tweeds Browns, Blues or Greys

Amazingly low-priced to clear! —Boys' single-breasted All-Wool Tweed suits in neat assorted check patterns. No vest. Regular longers. Few suits in double-breasted style for early orders only. **Ages 10 to 16 years.** 38-431 Postpaid... 6.99



Navy Drill Jacket

Reduced for quick clearance. Boys' heavy fleece-back **Navy Blue** Cotton Drill jacket in neat button-front style. Side straps. Button-band cuffs. Two slash pockets. Order early! **Ages 12 to 18 years.** 38-434 Postpaid... 1.27



Boys' Pant Saving!

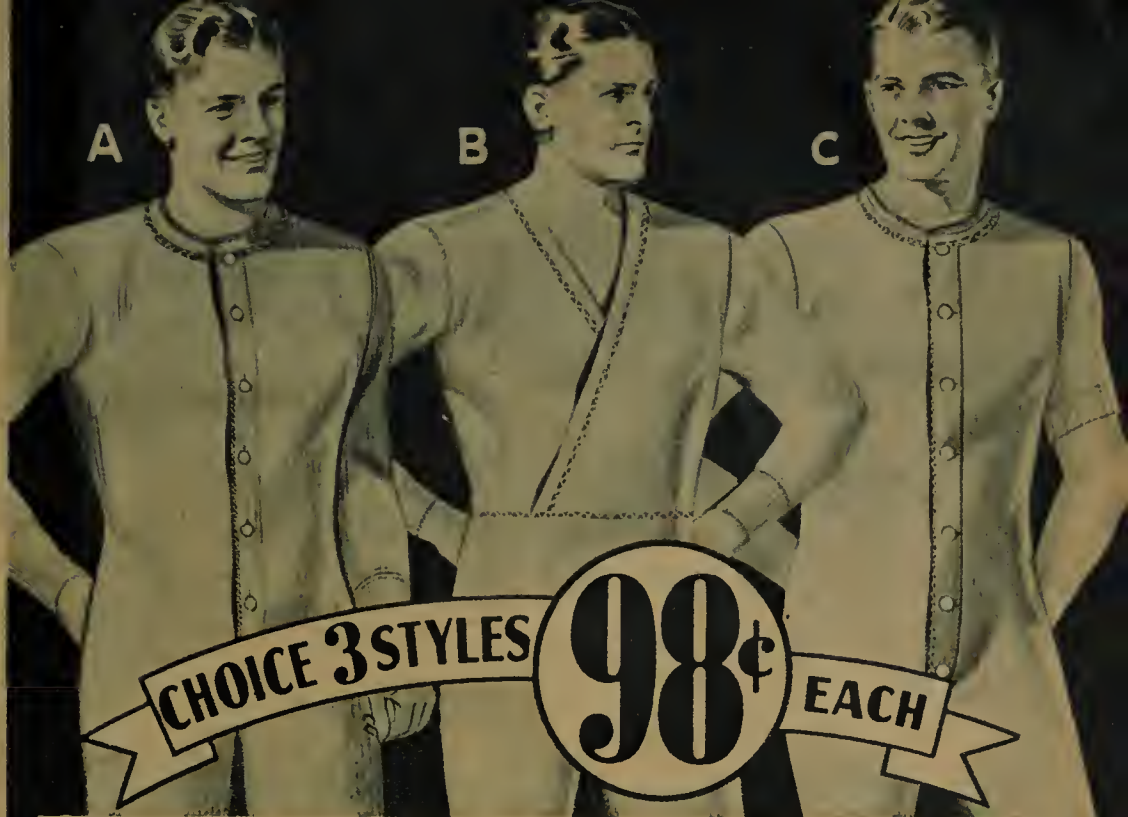
Striped **Blue** Cotton Worsted longers in regular style. Long-wearing quality. Well-made throughout. Even sizes. **Ages 6 to 18 years.** 38-435 Postpaid... 1.35



Father AND Son SPECIAL 100



79¢



CHOICE 3 STYLES

98¢

EACH

Outstanding Bargain in Men's Lighter Weight Combinations

—Just at a time when you are thinking of changing to lighter-weight underwear, along comes one of the most sensational underwear values in our history. Here are three of the most popular combination styles for men—(A) **Cream Ribbed Cotton** in long sleeve, ankle length. (B) **Natural or Cream** shade Cotton in no-button front. (C) **Cream Ribbed Cotton** in short sleeve, ankle length. —All made in full-cut roomy sizes. Easy-to-Wash, long wearing quality. Warmer days will soon be here. Stock up, now. Order style you want by number below.

(A) **Cream Ribbed Cotton.**
Long sleeves. Ankle length.
Chest 34 to 44.
23-154 Postpaid, 98¢
Each.....

(B) **Natural or Cream** shade
Cotton. No-button front.
Ankle length. Chest 34 to 44.
23-155 Postpaid, 98¢
Each.....

(C) **Cream Ribbed Cotton.**
Short sleeves. Ankle
length. Chest 34 to 44.
23-156 Postpaid, 98¢
Each.....

Choice of 2 Styles for Men and Boys

The lowest price you'll find on men's and boys' fleece-lined Cotton Jersey combinations. Made in choice of two styles—**Full-Button front** or **Two-Button front**. Full-sized—for extra comfort. Serviceable—because they're well made throughout with flat-locked seams in long sleeve, ankle length style. **Random** shade. Stock up, now.

Men's sizes—Chest 34 to 44.
23-150 Full-Button front. Postpaid, 1.00
23-151 Two-Button front. Each.....
Boys' sizes—Ages 4 to 14 years.
23-152 Full-Button front. Postpaid, 79¢
23-153 Two-Button front. Each.....



YOUR CHOICE

89¢

27-290

27-291

27-284

27-288

Special Purchase and Stock Clearance of Cotton Prints

A wide variety of color, design and style in this bargain group of Cotton Print dresses! Stripes, floral patterns and dots made in tailored and hoover styles with smart trimmings in contrast. Only four of the many dresses in this group are shown above. When ordering, please give 1st, 2nd and 3rd choice, as we cannot promise to send you any particular style or color, but will try to fill your order as closely as possible.

Sizes 16 to 44.
Special Sale Price,
Postpaid, Each.....

89¢



Assorted
CHECK
SHIRTS
79¢
EACH

MEN! DON'T MISS THIS
Extra Special Saving!

Men! If you need work shirts—now is the time—and here is the place to order them. Special purchase of ruggedly-made, Natural shade, assorted Check Cotton shirts. All with triple-stitched seams and two button-flap pockets. Full-cut, roomy sizes. Order these early!
Neck sizes 14½ to 18.
39-230 Postpaid, each..... 79¢

You Are Invited to Use SIMPSON'S Budget Club

IF YOU WILL MAKE REGULAR PAYMENTS IN ACCORDANCE WITH OUR CONDITIONS

Anything in this Catalogue

1/5 DOWN—Balance in 4 Months

Any Merchandise in Simpson's Catalogue May Be Ordered—Anything!

CONDITIONS

1. Your Order must amount to at least 15.00 unless you already have an account with us. You may add to an account as little as 7.50.
2. You send one-fifth of the amount with your order.
3. The Balance, plus a small Service Charge, you pay in four equal monthly payments.
4. The Budget Club Order Form must be signed and all questions in the application section fully answered.

EXAMPLE FOR A 20.00 ORDER

Send with your Order 4.00
The Balance which is 16.00, plus 80c Service Charge, is divided into
Four equal Monthly Payments of 4.20

4 MONTHS PLAN TABLE OF TERMS

| Amount of Order | First Payment with Order | Service Charge | Monthly Payments |
|-----------------|--------------------------|----------------|------------------|
| 15.00 | 3.00 | .60 | 3.15 |
| Up to 16.00 | 3.20 | .64 | 3.36 |
| Up to 17.00 | 3.40 | .68 | 3.57 |
| Up to 18.00 | 3.60 | .72 | 3.78 |
| Up to 19.00 | 3.80 | .76 | 3.99 |
| Up to 20.00 | 4.00 | .80 | 4.20 |
| Up to 21.00 | 4.20 | .84 | 4.41 |
| Up to 22.00 | 4.40 | .88 | 4.62 |
| Up to 23.00 | 4.60 | .92 | 4.83 |
| Up to 24.00 | 4.80 | .96 | 5.04 |
| Up to 25.00 | 5.00 | 1.00 | 5.25 |
| Up to 26.00 | 5.20 | 1.04 | 5.46 |
| Up to 27.00 | 5.40 | 1.08 | 5.67 |
| Up to 28.00 | 5.60 | 1.12 | 5.88 |
| Up to 29.00 | 5.80 | 1.16 | 6.09 |
| Up to 30.00 | 6.00 | 1.20 | 6.30 |
| Up to 32.00 | 6.40 | 1.28 | 6.72 |
| Up to 34.00 | 6.80 | 1.36 | 7.14 |
| Up to 36.00 | 7.20 | 1.44 | 7.56 |
| Up to 38.00 | 7.60 | 1.52 | 7.98 |
| Up to 40.00 | 8.00 | 1.60 | 8.40 |
| Up to 42.00 | 8.40 | 1.68 | 8.82 |
| Up to 44.00 | 8.80 | 1.76 | 9.24 |
| Up to 46.00 | 9.20 | 1.84 | 9.66 |
| Up to 48.00 | 9.60 | 1.92 | 10.08 |
| Up to 50.00 | 10.00 | 2.00 | 10.50 |

LARGER AMOUNTS IN PROPORTION

Only the Following Merchandise

1/10 DOWN—Balance in 10 Months

Automobile Tires
Baby Carriages
Batteries
Bedding
Bicycles
Blankets
Blinds

Cameras
Camping Outfits
Cedar Chests
China
Clocks
Curtains

Curtain Materials
Cutlery
Draperies
Electric Lamps
Electric Razors
Furniture

Glassware
Heaters
Linens
Linoleums
Luggage
Mirrors

Musical Instruments
Oil Burners
Oilcloth
Radios
Refrigerators
Rings

Rugs
Silverware
Stoves
Tents
Typewriters
Washing Machines
Watches

CONDITIONS

1. Your Order must amount to at least 15.00 unless you already have an account with us. You may add to an account as little as 7.50.
2. You send one-tenth of the amount with your Order. (Lowest Deposit 1.50).
3. The Balance, plus a small Service Charge, you pay in ten equal monthly payments. (Lowest payment 1.50)
4. The Budget Club Order Form must be signed and all questions in the application section fully answered.

EXAMPLE FOR A 50.00 ORDER

Send with your Order 5.00
The Balance, which is 45.00, plus 3.15 Service Charge is divided into
Ten Equal Monthly Payments of 4.82

10 MONTHS PLAN TABLE OF TERMS

| Amount of Order | First Payment with Order | Service Charge | Monthly Payments |
|-----------------|--------------------------|----------------|------------------|
| 15.00 | 1.50 | .95 | 1.45 |
| Up to 16.00 | 1.60 | 1.01 | 1.54 |
| Up to 17.00 | 1.70 | 1.07 | 1.64 |
| Up to 18.00 | 1.80 | 1.13 | 1.73 |
| Up to 19.00 | 1.90 | 1.20 | 1.83 |
| Up to 20.00 | 2.00 | 1.26 | 1.93 |
| Up to 22.00 | 2.20 | 1.39 | 2.12 |
| Up to 24.00 | 2.40 | 1.51 | 2.31 |
| Up to 26.00 | 2.60 | 1.64 | 2.50 |
| Up to 28.00 | 2.80 | 1.76 | 2.70 |
| Up to 30.00 | 3.00 | 1.89 | 2.89 |
| Up to 32.00 | 3.20 | 2.02 | 3.08 |
| Up to 34.00 | 3.40 | 2.14 | 3.27 |
| Up to 36.00 | 3.60 | 2.27 | 3.47 |
| Up to 38.00 | 3.80 | 2.39 | 3.66 |
| Up to 40.00 | 4.00 | 2.52 | 3.85 |
| Up to 45.00 | 4.50 | 2.84 | 4.33 |
| Up to 50.00 | 5.00 | 3.15 | 4.82 |
| Up to 55.00 | 5.50 | 3.47 | 5.30 |
| Up to 60.00 | 6.00 | 3.78 | 5.78 |
| Up to 65.00 | 6.50 | 4.10 | 6.26 |
| Up to 70.00 | 7.00 | 4.41 | 6.74 |
| Up to 75.00 | 7.50 | 4.73 | 7.22 |
| Up to 80.00 | 8.00 | 5.04 | 7.70 |
| Up to 85.00 | 8.50 | 5.36 | 8.19 |
| Up to 90.00 | 9.00 | 5.67 | 8.67 |
| Up to 100.00 | 10.00 | 6.30 | 9.63 |

LARGER AMOUNTS IN PROPORTION

Answers TO YOUR QUESTIONS

1. What may be ordered on the 4 Months Plan? Any Merchandise in Simpson's Catalogues. (1/5 Down, 4 Months to Pay Balance).
2. What may be ordered on the 10 Months Plan? Only Merchandise listed under 10 Months Plan.
3. Who may buy on Budget Plan? Anyone over 21 years of age who has a regular source of income and whose account is approved.
4. May I order on both 4 Months Plan and 10 Months Plan? Yes, but you must order at least 15.00 on each plan and send as down payment 1/5 of the amount ordered on the 4 Months Plan and 1/10 of the amount ordered on the 10 Months

Plan. The balance on the 4 Months Plan will be payable in 4 monthly payments and the balance on the 10 Months Plan will be payable in 10 monthly payments.

5. May I send additional orders to be added to my unpaid balance? Yes, if your account is in good standing, but each addition must amount to 7.50 or more, and there will be a small service charge. Terms on additional orders are:

4 Months Plan—1/5 Down,
4 Months to Pay Balance.

10 Months Plan—1/10 Down,
10 Months to Pay Balance

Lowest Deposit 1.50.
Lowest Monthly Payment 1.50.

6. How do I order? You must write your order on the Budget Club Order Form and fully answer each question in the application section.
7. How may I know how much to send with the order and how much to send monthly? The Tables of Terms on this page give that information. As soon as your account is established, your order will be promptly forwarded. A Payment Booklet will be sent to you showing the balance owing and the amount of the monthly payments, including the service charge.
8. How much may I order through the Budget Club? That depends on how much you can pay regularly each month. Simpson's aim is to make this a helpful,

convenient way to buy, therefore we advise against making purchases requiring payments that would be a burden to you. The Tables of Terms show exactly how much you may buy for the amount you can pay each month.

9. What qualifications must I have? First, a good character. Second, regular income. This may be farm income, salary or wages, commission, pension, annuities, dividends, or any regular income.
10. May I pay more than the required down payment? Yes, as much as you wish, and if you do, your monthly payments will be smaller and the service charge will be less.
11. May I pay off the full amount any time? Yes, and if you do, part of the Service Charge will be cancelled.

GIRLS' MEASURE



If the girl is average size, simply order by the age. If you cannot tell the size required, give both the age and the chest measure.

Chest Corresponding to the Age

Age..... 7, 8, 9, 10, 12, 14, 14X.
Chest..... 25, 26, 27, 28, 30, 32, 34.

BOYS' MEASURE



Chest. Measure over shirt, drawing tape snug but not tight, close up under arms and over shoulder-blades in back. Don't ever measure over the coat. State age, chest and waist measure, also give the correct height and weight.

One illustration above shows you how to take both chest and waist measure.

The other small picture shows you how to find your boy's height.

Simpson's Size Chart

Be Sure to Note . . .

These sizes are figured to satisfactorily fit the average size boy. We will send the size nearest to the measurements you give.

| Age
Years | Chest
Inches | Waist
Inches | Height
Inches |
|--------------|-----------------|-----------------|------------------|
| 3 | 21 | 22½ | 37 |
| 4 | 22 | 23 | 40 |
| 5 | 23 | 23½ | 41½ |
| 6 | 24 | 24 | 43½ |
| 7 | 24½ | 25 | 45½ |
| 8 | 25 | 26 | 48 |
| 9 | 26 | 26½ | 50 |
| 10 | 26½ | 27 | 52½ |
| 11 | 27½ | 27½ | 54 |
| 12 | 28½ | 28 | 56 |
| 13 | 29½ | 28½ | 58 |
| 14 | 30½ | 29 | 60 |
| 15 | 31½ | 29½ | 62 |
| 16 | 32 | 30 | 64 |

This is Important . . .

When Ordering Boys' Breeches, Long Pants and Shorts, give age, waist measure and height.

HOW TO MEASURE FOR WOMEN'S AND MISSES' CLOTHING



Bust. Measure over your dress, around fullest part of bust, well up under the arms. Do not draw tape too tight nor let it slip down. Be sure to use an accurate tape-line, and take the measurement carefully as shown in the illustration above. Then you'll be sure of the proper fitting.



Waist. Measure around your natural waistline. Stand straight, with your weight evenly distributed. Use an accurate tape-line and do not draw it tight. The illustration above shows you exactly how this measurement should be taken. Please follow the instructions carefully.



Hip. Measure 9 inches below the natural waistline at centre-front. Do not draw the tape too tight, and do not let it slip down. See illustration above for proper position of tape-line when taking your hip measurement. Be sure to measure accurately, using a tape which has not been stretched.

HOW TO MEASURE FOR MEN'S AND YOUNG MEN'S CLOTHING



Chest. Place a tape measure over the vest around body close up under arms and over shoulder-blades in back as shown above. Do not pull too tight and be sure the tape-line does not slip down.



Coat. Measure from seam where collar is sewn to the coat, down middle of back to the length desired. Be sure to note the picture above. Use an accurate tape-line and measure carefully.



Sleeve. Take a coat with sleeves that fit you properly and measure the inseam from armhole to bottom edge of sleeve. Be sure the tape-line is exactly at the inseam, not on either side of it. See how, above.



Waist. Be sure to take off your belt. Place tape around waist over trousers. Pull as snugly as you want trousers to fit. See how in the picture above. Use an accurate tape-line.



Leg. Measure the inseam from snug up in crotch to top of shoe heel. Measure outseam from top of waistline to top of shoe heel. Note the illustration above, measure exactly as shown and make no allowances.



Gloves. Measure around the hand, as shown. Do not include your thumb. Draw tape close but not tight. The number of inches that your hand measures is the correct size of your gloves. If you have gloves amply large, they wear longer.



Millinery. For all hats, be sure measure is taken at the place where the hat sets on the head, at the tilt at which it is pictured in the catalogue. Take this measurement accurately; or better, have someone do it for you. Be sure the tape measure you use has not twisted, shrunk, or stretched, and that you are using the low-inch end. To insure a comfortable fit as well as a stylish appearance, wear the hat exactly as it is pictured. The illustrations above show you how to measure for "off-the-face" styles, and for hats that fit around the forehead.

We mention in each description the exact head-size of the hat.



How to Measure for Shoes and Hosiery

Follow These Instructions for Proper Fitting

Shoes. Stand on a piece of paper, placing your weight on your larger foot, have someone draw a pencil line around the foot, and send us the tracing. (Be sure pencil is held straight). Never order your shoes too small for your foot. Shoes that are amply large look better, and they give longer wear. Order Children's Shoes large enough to allow for foot growth.

Hosiery. If not sure of size, measure the foot in inches from toe to heel, order hosiery in the size nearest to that measurement, and the hose will fit your foot properly. Hose sizes are stated in each description.

... Please Note ...

Give the article number, the size or age, and color required.

Always write or print your name and address plainly.

Always order under the same name and initials.

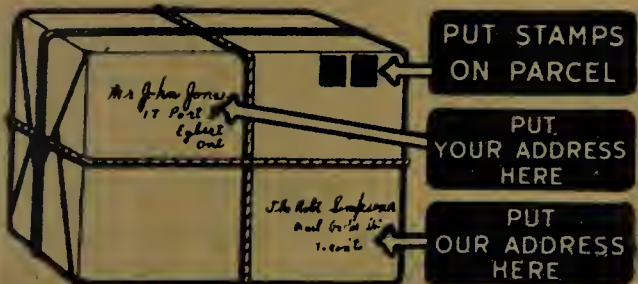
Use Our Order Form if possible. If you have no Order Form handy you may use an ordinary sheet of notepaper.

Write your name and address, plainly, on outside of envelope in which your order is mailed.

Order Regularly and Keep Your Name on Our Mailing List

Our Catalogues are sent to those who have ordered at least \$4.00 worth of goods the previous season. If you change your address please advise us. If you fail to receive Our Catalogue, please write us.

WHEN YOU RETURN GOODS



PUT STAMPS ON PARCEL

PUT YOUR ADDRESS HERE

PUT OUR ADDRESS HERE

1. Write your name and address on OUTSIDE of your parcel.
2. Place your original order and all papers we sent you with it, inside the parcel.
3. Place instructions inside parcel, telling us whether you desire exchange or refund.
4. Do not write a separate letter, unless returning goods by express or freight.
5. If returning goods, your parcel should be sent to us not later than 5 days after you have received it.
6. INSURE YOUR PARCELS! Insurance is free on parcels up to \$50.00 in value.

How to Send Money

Use Post Office Money Orders, Postal Notes, Express Money Orders, Bank Money Orders, Bank Drafts, or Marked Cheques.

If remitting by Cheque, allow for Exchange and affix Tax Stamp.

Do not send Postage Stamps, as it is against the Postal Regulations.

It is unwise to enclose cash in a letter, but, if you must send cash, register your letter. If ordering C.O.D. there will be an extra charge for collection and Money Order fees.

Merchandise Exchange

We exchange merchandise with a few exceptions. There is no exchange or refund on sanitary goods or hair goods, or on articles which have been engraved to your instructions.

Worn or used clothing, shoes, or any other articles cannot be returned unless defective.

You pay postage on goods you send back for exchange or refund, unless we have been at fault in filling your order.

MOTHGUARD

Simpson's Exclusive Process of

Moth-Proofing

Any catalogue article carrying Our MOTHGUARD

Certificate is guaranteed immune to damage by moths, for a period of two full years, whether the article is in everyday use or packed away.

This Process

- 1 — Is not affected in any way by light.
- 2 — is not affected by water-washing.
- 3 — is not affected by dry-cleaning.
- 4 — is not affected by sponging.
- 5 — is not destroyed by constant wear.

SIMPSON'S LOW CASH PRICES ★ 211



Itemized Index for Ready Reference

Order All Your Needs
Through SIMPSON'S
BUDGET CLUB
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Prepare for the
WORLD'S
POULTRY CONGRESS
CLEVELAND, OHIO
July 26 to August 7, 1939.

Simpson's NEWEST DESIGN QUALITY RUGS

BUY ON 10 MONTHS TO PAY PLAN...SEE PAGE 210



SEAMLESS AXMINSTERS



Pre-Dyed All-Wool Pile

Low Priced . . . Have Thick Pile

Wool used chosen for toughness and springiness.

| | | |
|--------|----------------------------------|-------|
| 53-116 | Size 4 ft. 6 ins. x 7 ft. 6 ins. | 15.00 |
| 53-117 | Size 6 ft. 9 ins. x 9 ft. | 24.75 |
| 53-118 | Size 9 ft. x 10 ft. 6 ins. | 38.75 |
| 53-119 | Size 9 ft. x 12 ft. | 44.50 |
| 53-120 | Size (Mat) 27 ins. x 51 ins. | 4.45 |

| | | |
|--------|--------------------------------------|-------|
| 53-105 | Size 4 ft. 6 ins. x 7 ft. 6 ins. | 14.50 |
| 53-106 | Size 6 ft. 9 ins. x 9 ft. | 24.50 |
| 53-107 | Size 9 ft. x 10 ft. 6 ins. | 37.50 |
| 53-108 | Size 9 ft. x 12 ft. | 42.50 |
| 53-109 | Size (Mat) 27 ins. x 51 ins. | 3.95 |
| 53-110 | Size (Stair) 27 ins. wide. Per yard. | 2.25 |



SEAMLESS AXMINSTERS



ORIENTAL DESIGNS

Best Quality . . . Nicely Fringed

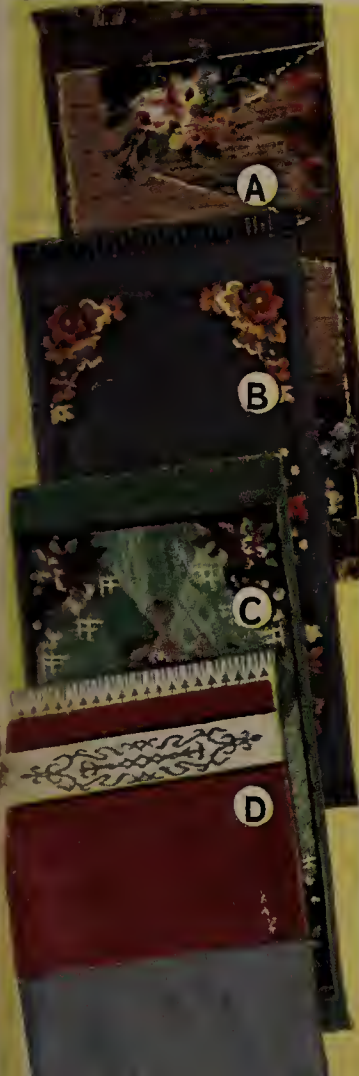
All-over design. Heavy pile of all-wool yarns selected for their cushion-like softness and long serviceability.

| | | |
|--------|----------------------------------|-------|
| 53-111 | Size 4 ft. 6 ins. x 7 ft. 6 ins. | 16.95 |
| 53-112 | Size 6 ft. 9 ins. x 9 ft. | 28.75 |
| 53-113 | Size 9 ft. x 10 ft. 6 ins. | 44.50 |
| 53-114 | Size 9 ft. x 12 ft. | 49.95 |
| 53-115 | Size (Mat) 27 ins. x 54 ins. | 4.95 |

Jute Rugs of High Quality

The Oriental designs are among the newest and most beautiful—they are woven right through to the back to ensure much longer life. Nicely fringed. Choice of two patterns. Have nice, deep pile. Splendid value.

| | | |
|--------|--------------------------------------|------|
| 53-125 | (At left above). Size 4 ft. x 6 ft. | 6.95 |
| 53-225 | (At right above). Size 4 ft. x 6 ft. | 6.95 |



SCATTER RUGS

Reversible Smyrna Wool Rugs

| | | |
|------------|----------------------|-------------|
| (A) 53-138 | Choice of Rose, | 25x48" 3.45 |
| (A) 53-139 | Green, Blue or Brown | 30x60" 4.95 |
| (B) 53-140 | Choice of Mauve, | 25x48" 3.45 |
| (B) 53-141 | Green, Rose or Blue | 30x60" 4.95 |
| (C) 53-142 | Blue or Green | 25x48" 3.45 |
| (C) 53-143 | Blue or Green | 30x60" 4.95 |

Reversible Cotton-Woven Rug

| | | |
|------------|--------------|------|
| (D) 53-149 | 20 x 33 ins. | 1.39 |
| (D) 53-150 | 24 x 44 ins. | 2.25 |

Axminster Mat

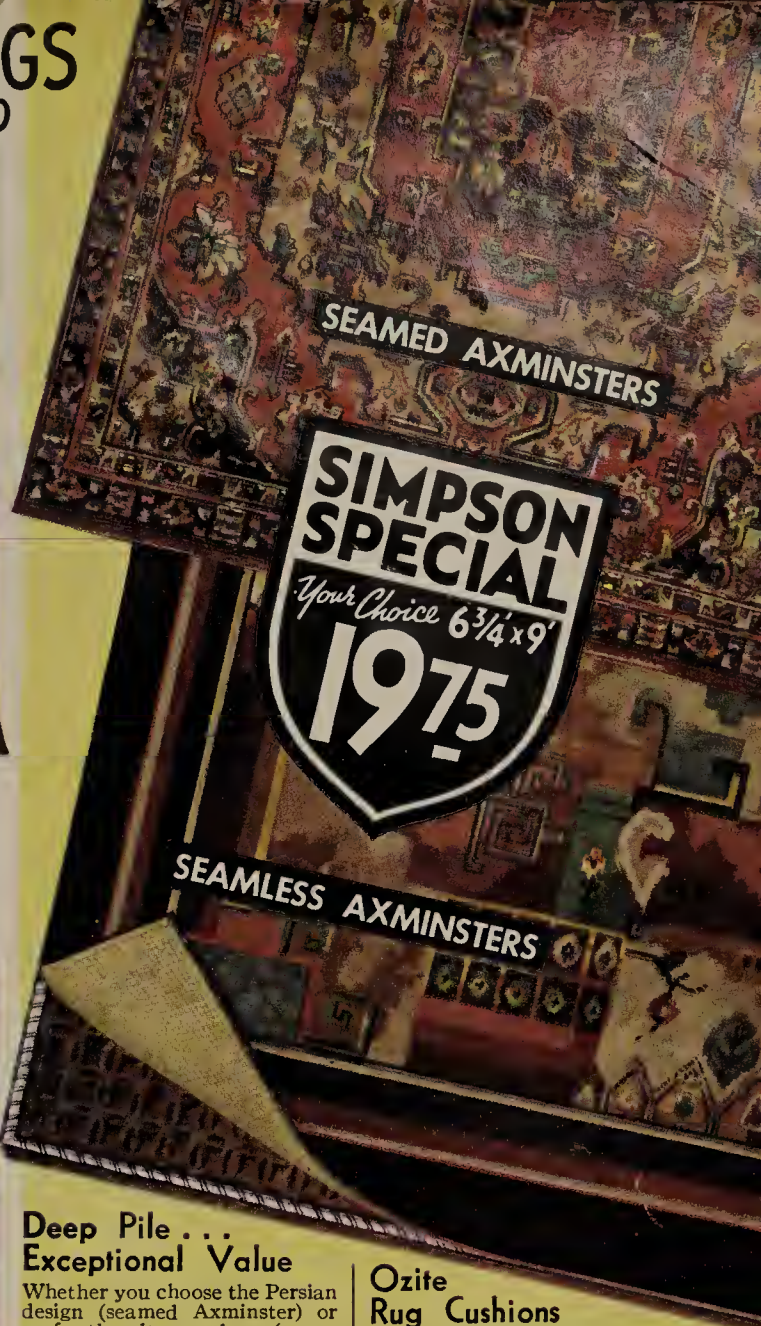
| | | |
|------------|--------------|------|
| (E) 53-146 | 27 x 48 ins. | 3.00 |
|------------|--------------|------|

Chenille Reversible Rugs

| | | |
|------------|---------------------|-------------|
| (F) 53-147 | Choice of Black, | 21x36" 2.25 |
| (F) 53-148 | Green, Blue or Red | 24x48" 3.25 |
| (G) 53-144 | Choice of Mauve, | 22x36" 2.45 |
| (G) 53-145 | Green, Blue or Rose | 27x54" 4.25 |

Tapestry Hearth Rugs

| | | |
|------------|--------------|------|
| (H) 53-136 | 25 x 51 ins. | 2.25 |
| (J) 53-137 | 25 x 51 ins. | 2.25 |



SEAMED AXMINSTERS

SIMPSON SPECIAL
Your Choice 6'3/4" x 9'
1975

SEAMLESS AXMINSTERS

Deep Pile . . . Exceptional Value

Whether you choose the Persian design (seamed Axminster) or prefer the ultra modern, (seamless) you will receive years of keen satisfaction. All wool pile.

| | | |
|--------|-------------|-------|
| 53-100 | 4'6" x 7'6" | 11.75 |
| 53-101 | 6'9" x 9'.. | 19.75 |
| 53-102 | 9' x 10'6" | 31.00 |
| 53-103 | 9' x 12'... | 35.00 |
| 53-104 | 27" x 48" | 3.45 |

Ozite Rug Cushions

Triples the life of any rug. Mothproof, thick, all-hair weave on good sacking.

| | | |
|--------|-------------|-------|
| 53-121 | 4'6" x 7'6" | 3.85 |
| 53-122 | 6'9" x 9'.. | 6.75 |
| 53-123 | 9' x 10'6" | 10.50 |
| 53-124 | 9' x 12'. | 12.00 |

BAND BORDERED BROADLOOM RUGS



Luxurious All-Wool Pile, Rust, Green, Red, Rose Ash

| | | |
|--------|-------------|-------|
| 53-126 | 4'6" x 7'6" | 18.50 |
| 53-127 | 6'9" x 9'.. | 33.00 |
| 53-128 | 9' x 10'6" | 51.75 |
| 53-129 | 9' x 12'... | 59.00 |
| 53-130 | 27" x 54" | 5.95 |
| 53-131 | 36" x 63" | 9.25 |



STAIR CARPETS

Durable . . Excellent Value

Axminster
All-wool yarns of long-wearing quality. Width 27 ins.
53-134 Per Yard.. 1.75

Tapestry
Serviceable, having the Brussels-loop weave. Width 22 ins.
53-135 Per Yard 1.15

FREIGHT PAID TO NEAREST STATION

SIMPSON'S x 213

Simpson's FLOOR COVERINGS

10% DOWN 10 MONTHS TO PAY
SEE PAGE 210

Printed Linoleum Rugs

Choice of (A) or (B) pattern in each of the 7 sizes given.

| | |
|---|-------|
| 53-160.....Size 6 ft. x 9 ft..... | 6.25 |
| 53-161.....Size 7 1/2 ft. x 9 ft..... | 7.85 |
| 53-162.....Size 9 ft. x 10 1/2 ft..... | 10.95 |
| 53-163.....Size 9 ft. x 12 ft..... | 12.50 |
| 53-164.....Size 10 1/2 ft. x 12 ft..... | 15.35 |
| 53-165.....Size 12 ft. x 13 1/2 ft..... | 19.25 |
| 53-166.....Size 12 ft. x 15 ft..... | 21.95 |

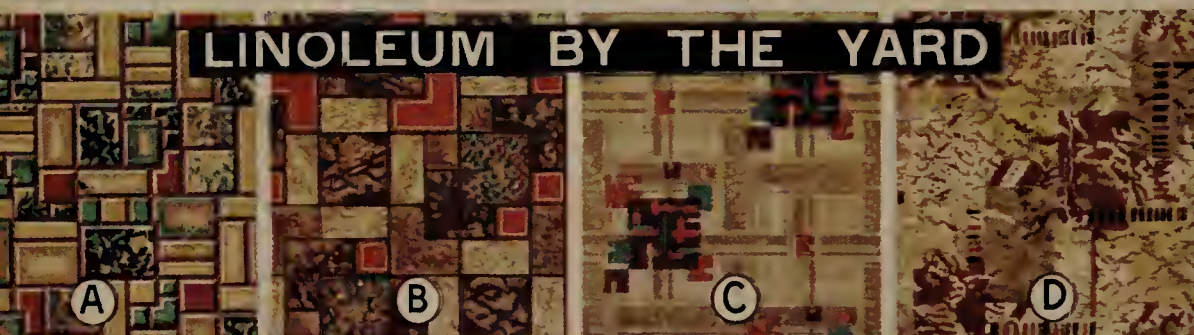


FELTOL RUGS

Utmost in Value and Floor Beauty

| | | | | | |
|-------------------------|----------------------|------|-------------------------|----------------------|------|
| Size 6 ft. x 9 ft. | 53-178 (A), (B), (C) | 3.75 | Size 9 ft. x 12 ft. | 53-181 (A), (B), (C) | 7.50 |
| Size 7 1/2 ft. x 9 ft. | 53-179 (A), (B), (C) | 4.75 | Size 9 ft. x 13 1/2 ft. | 53-182 (A) or (B) .. | 8.25 |
| Size 9 ft. x 10 1/2 ft. | 53-180 (A), (B), (C) | 6.50 | Size 9 ft. x 15 ft. | 53-183 (A) or (B) .. | 9.00 |

LINOLEUM BY THE YARD

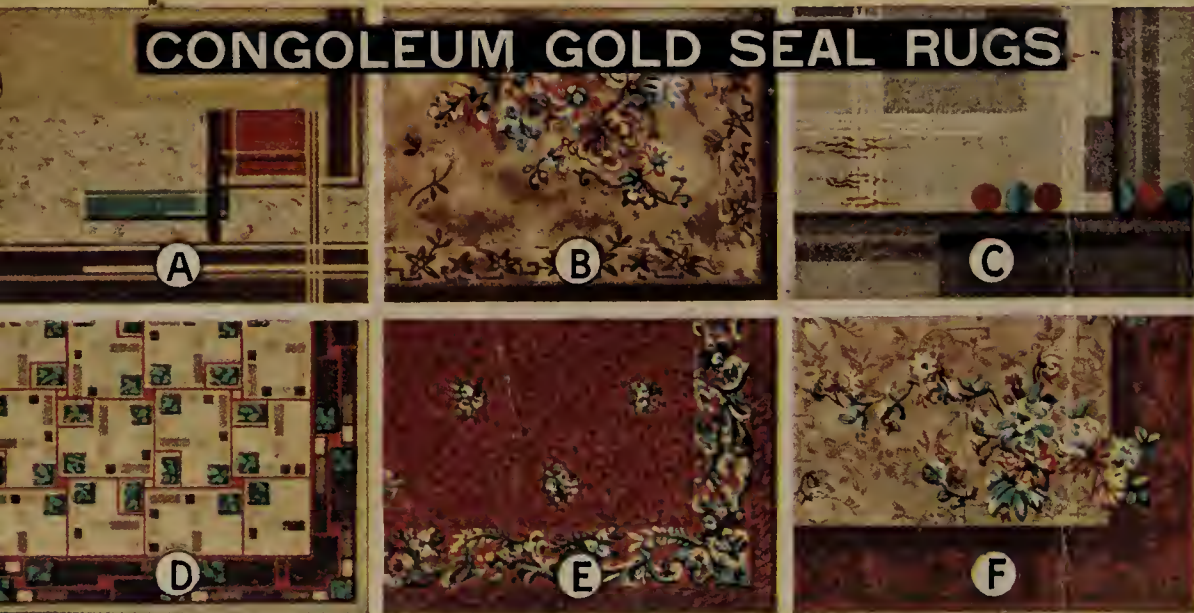


Your Choice of Four Beautiful Patterns . . . Serviceable . . . Reasonably Priced

Three practical sizes. The 4-yard size, in many cases, entirely covers the floor.

| | | |
|--|--|--|
| Choice of (A), (B), (C) or (D) pattern. Each 2 yards wide. One running yard. | Choice of (A) or (C) pattern. Each 3 yards wide. One running yard. | Choice of (A), (B), (C) or (D) pattern. Each 4 yards wide. One running yard. |
| 53-167..... 1.60 | 53-168..... 2.70 | 53-169..... 3.60 |

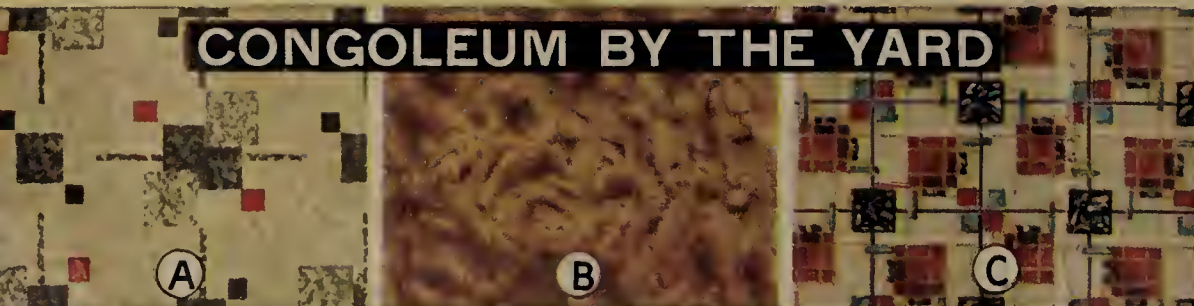
CONGOLEUM GOLD SEAL RUGS



Transform your home with bright new Congoleum "Gold Seal" quality rugs—known the world over for beauty of pattern and durability. Made in 6 practical sizes that may be obtained in (A), (B), (C), (D), (E) and (F) patterns. Choose a floor-covering for every room in your house from this wide selection of low-priced Congoleum rugs.

| | | | | | |
|------------------------|------------------|-----------------------------|------------------|-------------------------|-------------------|
| Size 6 ft. x 9 ft. | 53-170..... 4.75 | Size 7 1/2 ft. x 10 1/2 ft. | 53-172..... 8.35 | Size 9 ft. x 13 1/2 ft. | 53-174..... 10.75 |
| Size 7 1/2 ft. x 9 ft. | 53-171..... 5.95 | Size 9 ft. x 12 ft. | 53-173..... 9.50 | Size 9 ft. x 15 ft. | 53-175..... 11.95 |

CONGOLEUM BY THE YARD



Cover All Your Floors Attractively . . . at Very Low Cost

Add charm and cheerfulness to your rooms this spring for little money with "Gold Seal" Congoleum—the popular choice in floor covering. Surface is hard and will give good wear. Smoothly finished to a lustrous sheen. You can restore its original brightness, even after months of use, with merely a damp cloth—easily and quickly—thereby lessening household drudgery. Choice of three attractive patterns, (A), (B) and (C) in two widths.

| | | | |
|----------------|-------------------------------|----------------|-------------------------------|
| Width 2 yards. | 53-176 Running yard..... 1.20 | Width 3 yards. | 53-177 Running yard..... 1.95 |
|----------------|-------------------------------|----------------|-------------------------------|

REXOLEUM BY THE YARD



Rexoleum—the floor covering that assures long, satisfactory service because of its durable base. Made in two decidedly new and attractive patterns. Fine quality and appearance. Choice of (A) or (B) patterns. Sold by the running yard. Width 2 yards.

| |
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| 53-186..... 65¢ |
|-----------------|

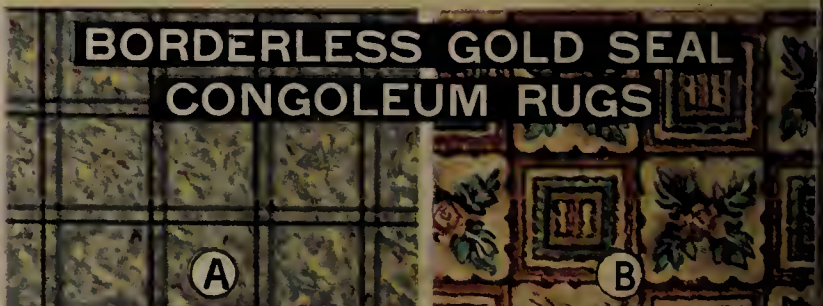
CONGOLEUM HALL RUNNERS



Runners to protect your halls. Made of popular "Gold Seal" Congoleum in two lovely patterns. Sold by the running yard. Width 27 inches.

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| terns. Sold by the running yard. | |
| Width 27 inches. | |
| 53-187 (A) or (B). | 50¢ |
| Width 36 inches. | |
| 53-188 (B) only... | 60¢ |

BORDERLESS GOLD SEAL CONGOLEUM RUGS



Easy to Care for . . . Choice of (A) or (B) Pattern

| | | | |
|-------------------------|------------------|-------------------------|-------------------|
| Size 6 ft. x 9 ft. | 53-190..... 3.95 | Size 9 ft. x 12 ft. | 53-193..... 7.95 |
| Size 7 1/2 ft. x 9 ft. | 53-191..... 5.15 | Size 9 ft. x 13 1/2 ft. | 53-194..... 8.95 |
| Size 9 ft. x 10 1/2 ft. | 53-192..... 6.95 | Size 9 ft. x 15 ft. | 53-195..... 10.00 |

Freight Paid to Nearest Railway Station